

Enchanting
Entertainment
for
Everyone!



WALT DISNEY'S
BAMBI

TECHNICOLOR®

RE-RELEASED BY BUENA VISTA DISTRIBUTION CO., INC. • ©1966 WALT DISNEY PRODUCTIONS

Based on the book by Felix Salten.

LOOK TO THE NAME *WALT DISNEY* FOR THE FINEST IN FAMILY ENTERTAINMENT.

Bambi MAGIC...FOR THE SCREEN!

TRAILERS



ORDER FROM YOUR NEAREST BRANCH OF NATIONAL SCREEN SERVICE

SPECIAL TECHNICOLOR TRAILER

RUNNING TIME: 2 mins. 53 sec.

The mood of a sudden lightning flash and thunder crash gives way to a feeling of quiet as a group of forest creatures meet the new-born prince, BAMBI. Faline, Thumper, Flower, Friend Owl and BAMBI all speak in scenes that are beloved by those who have seen the picture before and charmingly entertaining for those who are seeing them for the first time. The fluff and falderall of BAMBI and his friends becoming "twitterpated" is contrasted sharply by BAMBI's fight for Faline, then with dramatic scenes of the forest aflame. The trailer ends on a brighter note with additional fun scenes with young BAMBI and his friends.

FREE TEASER TRAILER

RUNNING TIME: 2 mins. 16 secs.

Utilizing the picture's best dialog scenes, this teaser trailer introduces all of the unforgettable Disney characters: BAMBI, Thumper, Flower and Faline. Showing situations of humor, charm, beauty and excitement, the trailer dramatizes why Walt Disney's BAMBI is the motion picture loved the world over.



FREE RADIO TRANSCRIPTION!

ORDER FREE FROM:

THE BAMBI RADIO CAMPAIGN CONTAINS 9 SPOTS
ON ONE SIDE OF A 12 INCH DISC.

Buena Vista Distribution Co., Inc.
Attn: Specialty Dept.
477 Madison Avenue
New York, N. Y. 10022

CUTS #1, #2, #3

55 second recorded message
5 second open end for local live tag

CUT #1—"Attention everyone!"

This is a gag spot with Thumper kidding the narrator's approach. The narrator follows Thumper's direction, winning the impish rabbit's approval at the end of the spot.

CUT #2—"Wake up!" calls Thumper and the narrator follows with "It's time for fun."

This spot points out the enchantment, laughter, music and heartwarming adventure in "the motion picture loved the world over."

CUT #3—"Listen"...

The listener is invited to remember the music and characters from Walt Disney's BAMBI. Thumper, Flower, BAMBI, introduce themselves.

CUTS #4, #5, #6

25 second recorded message
5 second open end for local live tag

CUT #4—"Attention everyone!"

This is a gag spot in which Thumper interrupts the narrator.

CUT #5—"Listen"...

Features the music from Walt Disney's BAMBI.

CUT #6—"It's time for fun"

This spot features story and characters from "the motion picture loved the world over."

CUTS #7, #8

15 second recorded message
5 second open end for local live tag

CUT #7—Thumper says, "Wake up!" Narrator says, "Take the whole family..."

Heralds Walt Disney's BAMBI as the entertainment experience of a lifetime.

CUT #8—"Don't miss Walt Disney's all-cartoon feature."

Describes the fun-filled entertainment, enchanting story and Walt Disney characters.

CUT #9—10-second announcement. No open end.
"Take the whole family to see Walt Disney's BAMBI."



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...FOR TELEVISION! ...FOR RADIO!



TV SPOTS!

*IN 16mm COLOR AND BLACK-AND-WHITE AS INDICATED
AVAILABLE THROUGH YOUR BUENA VISTA REPRESENTATIVE*

SIXTY SECONDS —

Each spot contains a 5 second open end for local live announcement.

BAM-601K (B/W)
BAM-601KC (COLOR)

"It's the motion picture loved the world over. Walt Disney's, BAMBI."

Utilizing dialog scenes of BAMBI, Faline, Thumper and Flower, this plug demonstrates the charm and excitement that makes Walt Disney's BAMBI "entertainment such as you've never experienced before."

BAM-602K (B/W)

"Here comes unforgettable motion picture entertainment."

Impish Thumper opens this spot by shouting: "Wake up!" Then, in humorous scenes not used in BAM-601X, all the characters speak and perform. This spot builds to a climax with scenes from the forest fire sequence and ends with the statement: "Never before has there been a motion picture like Walt Disney's BAMBI."

TWENTY SECONDS —

Each spot contains a 5 second open end for local live announcement.

BAM-201K (B/W)
BAM-201KC (COLOR)

"Take the whole family to see Walt Disney's, BAMBI."

Points up family entertainment experience of a lifetime.

BAM-202K (B/W)

"Don't miss Walt Disney's BAMBI. Unforgettable screen entertainment."

Emphasizes story and characters.

TEN SECONDS —

Contains a 4 second open end for local live announcement.

BAM-801K (B/W)
BAM-801KC (COLOR)

"Take the whole family to see Walt Disney's, BAMBI."

TV SLIDE & TELOP

Order From:

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Attn: Specialty Dept.

477 Madison Avenue

New York, N. Y. 10022

SLIDE: Illustrated below. A 2x2-inch metal encased slide suitable for overlay of date and theatre. In color.

TELOP: Same illustration as slide. A 4x5-inch black-and-white visual suitable for overlay of date and theatre.

...AND TELEPHONE!

Mr. Showman

Don't overlook your most personal means of communication with your patrons. When they call for information, give them a concise, exciting description of your attraction. Turn to the Exploitation pages of this pressbook for suggestions on how to tell your patrons about BAMBI over the telephone.



TV SLIDE & TELOP

FREE TV ENTERTAINMENT FILM CLIPS!

*AVAILABLE IN 16mm COLOR OR BLACK-AND-WHITE
FREE FROM YOUR NEAREST BUENA VISTA REPRESENTATIVE*

TWO sequences from the motion picture, brimming with want-to-see magic, are available for use, FREE, by your local television stations as part of their regular entertainment programming. Walt Disney entertainment clips are wanted items. Make sure you get the biggest and most select audience possible for them.

BAM — CLIP #1

RUNNING TIME: 3 minutes, 30 seconds.

This entertainment clip features BAMBI, Thumper and Flower as they become acquainted for the first time.

Thumper learns the name of the young prince is BAMBI. Thumper runs through the forest romping with BAMBI and teaching him the words "bird," "butterfly" and "flower." BAMBI calls a little skunk "Flower" and the name sticks. The clip ends as thunder and lightning cause BAMBI and Thumper to run home.

BAM — CLIP #2

RUNNING TIME: 3 minutes, 30 seconds.

BAMBI and his mother explore the open meadow where they meet little Faline. Shy BAMBI is teased by the flirtatious doe. As they become acquainted we see the beginning of a forest fire. All the animals of the forest run in panic as the fire spreads. The clip ends with BAMBI and the other animals standing safely in a river watching the fire in the background.



Walt Disney's Bambi

From the Story By
FELIX SALTEN

Supervising Director
DAVID D. HAND

Story Direction
PERCE PEARCE

Story Adaptation
LARRY MOREY

Music by
FRANK CHURCHILL
EDWARD PLUMB

Conducted by
ALEXANDER STEINERT

Orchestration by
CHARLES WOLCOTT
PAUL J. SMITH

Choral Arrangements by
CHARLES HENDERSON

Story Development

GEORGE STALLINGS **MELVIN SHAW**
CARL FALLBERG **CHUCK COUCH** **RALPH WRIGHT**

Sequence Directors

JAMES ALGAR **BILL ROBERTS** **NORMAN WRIGHT**
SAM ARMSTRONG **PAUL SATTERFIELD**
GRAHAM HEID

Art Direction
THOMAS H. CODRICK

ROBERT C. CORMACK
McLAREN STEWART
DAVID HILBERMAN

AL ZINNEN
LLOYD HARTING
JOHN HUBLEY

DICK KELSEY

Backgrounds
MERLE T. COX

TYRUS WONG **ART RILEY** **ROBERT McINTOSH**
TRAVIS JOHNSON **W. RICHARD ANTHONY**
STAN SPOHN **RAY HUFFINE** **ED LEVITT** **JOE STAHLEY**

Supervising Animators

FRANKLIN THOMAS **MILTON KAHL** **ERIC LARSON**
OLIVER M. JOHNSTON JR.

Animators

FRASER DAVIS **BILL JUSTICE** **DON LUSK**
RETTA SCOTT **KENNETH HULTGREN**
KENNETH O'BRIEN **LOUIS SCHMITT** **PRESTON BLAIR**
JOHN BRADBURY **BERNARD GARBUTT**
JOSHUA MEADOR **PHIL DUNCAN** **GEORGE ROWLEY**
ART PALMER **ART ELLIOTT**

To
SIDNEY A. FRANKLIN

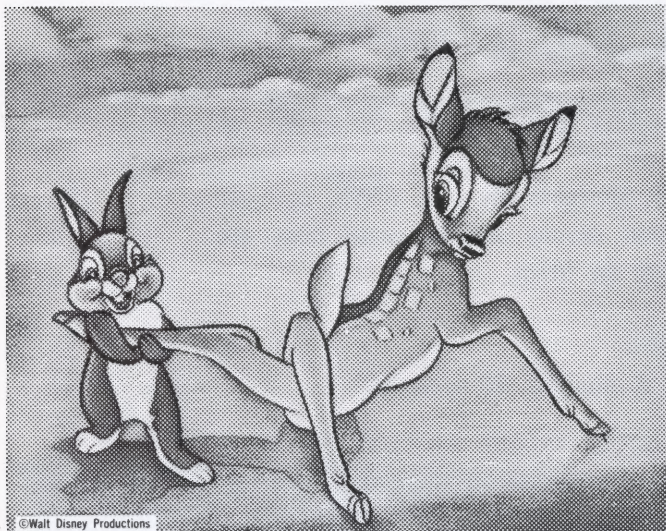
our sincere appreciation for
his inspiring collaboration

TECHNICOLOR®

©WALT DISNEY PRODUCTIONS

Re-released by Buena Vista Distribution Co., Inc.

RUNNING TIME: 69 MINUTES, 33 SECONDS



Mat BAM-2H

AFTER TAKING A SPILL on the ice, little Thumper, the rabbit, tries to untwist the back legs of his friend, Bambi, in this humorous scene from Walt Disney's feature-length animated cartoon, "Bambi," filmed in brilliant color by Technicolor and based on the famed novel by Felix Salten.

The Beauty and Drama of Walt Disney's 'Bambi' Again Delights Millions of the Young at Heart

Walt Disney's "Bambi," unanimously acclaimed his most visually beautiful and dramatically exciting feature-length animated cartoon, returns to theatre screens to thrill millions of moviegoers again and to delight millions more for the first time.

Based on the now classic Felix Salten novel, this life story of a deer and his many forest friends is considered by many Disney's greatest achievement in the cartoon medium.

Its technical perfection is matched only by its emotional content and the life cycle of every being — birth, growth, romance, anguish, triumph — are all reflected through the endearing Disney forest creatures as they live out one of the great love stories of all time.

Bambi is a deer, the Prince of the Forest. His friends are Thumper, the captivating little cotton-tail; Flower, a shy but lovable little skunk, and Faline, the doe Bambi wins after a life-and-death struggle. Other members of the cartoon cast comprise almost every other bird or animal that inhabits a woodland setting.

Perhaps the most brilliant part of "Bambi" is the sequence in which the stalwart young buck and his friends succumb to the "twitterpated" influence against which they have been warned by a wise old owl. This sequence is inspired tomfoolery, and "twitterpated" is the perfect coined word to describe that magical stage of being in love. Bambi, Thumper and Flower, as they strut down a forest trail, are all the go-get-'em, self-assured young men who ever lived. And the little lady doe, female cotton-tail and skunk, are all the girls who ever cast a come-hither glance to bring their men running.

Spectacle is handled excitingly in "Bambi." One scene,



Mat BAM-2A

A BUTTERFLY lights on the tail of young Bambi while his little friends Thumper, the rabbit, and Flower, the skunk, watch with amusement in this scene from Walt Disney's feature-length animated cartoon, "Bambi." Filmed in brilliant color by Technicolor and based on the famed novel by Felix Salten, this heartwarming story in the life span of a deer is released by Buena Vista.

a marvel of animation, shows Faline's rescue by Bambi from a pack of vicious hunting dogs. The climax of the picture is a vast forest fire, as awesome and as terrifying as any real-life conflagration.

A memorable musical score is another highlight of this motion picture masterpiece. Four lilting songs, "Love is a Song," "Little April Shower," "Let's Sing a Song About Spring" and "I Bring You a Song," are performed as individual numbers and are used again as background themes throughout. A chorus of forty voices augments the orchestra, enriching the sound track with some of the most soul-stirring melodic effects ever heard on the screen.

In bringing "Bambi" to its full realization, Disney's artists recall that more than four million drawings were executed during its six years of planning and production. The final product, if unreel to its full length, would stretch one and a fifth miles, which is a fair piece of film.

In addition to the animators, a staff of 25 scenic artists created more than 450 background paintings, working in oils rather than the customary tempera or water colors to achieve greater perspective and depth in these forest settings.

As is usual in all Walt Disney productions, absolute perfection is sought and one of the most thorough research programs was launched to assure complete accuracy in every minute detail.

Studio artists roamed the national forests during one summer and winter, taking hundreds of photos and sketching the proper "deep woods" backgrounds. Two live fawns, two skunks, numerous squirrels, birds, rabbits, chipmunks, owls and other gentler inhabitants of the great forest lived in an animal compound at the Burbank Studios during the entire production and frolicked daily as living models for the many artists assigned to the feature.

The result is that "Bambi" has the great truth of simple yet high art, so that its deeply emotional story comes through with an appeal to move every man, woman and child.

Filmed in brilliant Technicolor, Walt Disney's "Bambi" is re-released by Buena Vista.

LIVE ANIMALS INSPIRE DISNEY ARTISTS FOR 'BAMBI'

When Walt Disney began production on his feature-length animated cartoon, "Bambi," he assembled enough forest creatures at his Burbank Studios to fill a miniature zoo. They were imported from all over this country and Canada to serve as live-action models for his creative artists assigned to the filmization of the widely-read Felix Salten novel.

From the State of Maine, the forest locale of the "Bambi" story, came two fawns, Virginia red deer, the most beautiful and graceful, and the most monogamous, of all the breed. The young fawns were soon at home in an expansive pen built outside the Disney Animation building, where artists could readily observe

the animals' every mood and action.

Bambi and Faline, as they were immediately dubbed, displayed so ravenous an appetite for coat buttons, compacts, cameras, oranges, bananas and berries, that a member of the Studio's research department had to be assigned to see that the fawns ate nothing but their diet of goat milk, limewater and a little fruit.

Soon the deer were joined by two members of the mephitis family, brought all the way from Manitoba, Canada. Just plain skunks to most people, this Canadian variety is blessed with an unusually furry pelt, perfect for artist's models.

Herman and Petunia, as they were called, enjoyed

their new environment, but once or twice they strayed afield much to the consternation of the Burbank neighborhood.

Numerous birds, squirrels, chipmunks and rabbits moved into the menagerie, but Walt's researchers didn't need to look for an owl. The Studio already had a permanent resident in one of these nocturnal prowlers, who returned to his nest outside an Animation building window each morning just in time to pose for artists arriving for work.

Filmed in brilliant Technicolor, "Bambi," the beautiful and timeless tale of a young deer and his forest friends based on the famed Felix Salten novel, is re-released by Buena Vista.



Mat BAM-1A

YOUNG BAMBI is mystified and amazed as the soft white snow covers the earth in this scene from Walt Disney's feature-length animated cartoon, "Bambi," filmed in brilliant color by Technicolor and based on the famed novel by Felix Salten.

Disney Stories Taken From World's Fables

Just as Walt Disney's entertainment has played to audiences the world over, Disney himself has searched the worldwide library of folklore to obtain story material for his animated films.

From the Italian author, Lorenzini, came the entrancing tale of the puppet, "Pinocchio," and from the France of 300 years ago and author Charles Perrault came "Cinderella." Great Britain was the home of Lewis Carroll, who penned the fantasy, "Alice in Wonderland," and of T. H. White, who wrote "The Sword in the Stone."

From Austria, Disney brought the magical classic by the Brothers Grimm, "Snow White and the Seven Dwarfs," as well as the forest tales, "Bambi" and "Perri" by Felix Salten.

In Salten's "Perri," Disney, for the first time, used real animals to carry out a definite dramatic story line. Walt termed it a "true-life fantasy."

This year, "Bambi," filmed in brilliant Technicolor, will be re-released by Buena Vista for a new generation of moviegoers. Salten's greatest success as a novel, it hit the best-seller lists throughout the United States.



Mat BAM-2J

IN THE SPRING even the birds become "twitterpated" in this scene from Walt Disney's feature-length animated cartoon, "Bambi," filmed in brilliant color by Technicolor and based on the famed novel by Felix Salten.

NEW CHARACTERS KEEP TURNING UP IN WALT DISNEY CARTOONS

One of the most fascinating things about producing a feature-length cartoon like Walt Disney's famous "Bambi," soon to be re-issued, is the way strange and wonderful new characters will suddenly appear on the drawing boards without the slightest bit of warning.

To Frank Thomas, a 30 year veteran of Walt Disney's skilled and honored animation team, part of the continuing wonder of animation work is creating these characters and watching them come to life on the drawing board.

Many times, even after the storyboard of a cartoon feature is set, new characters will appear to the animators and make themselves a part of the finished product. In making "Pinocchio," for example, scene-stealer Jiminy Cricket was not discovered until Walt's artists had drawn half of the picture. They had to go back and work him into earlier scenes.

In another instance, Disney's timeless classic, "Bambi," soon to be re-released to a new generation of moviegoers, is based upon Felix Salten's beloved novel of the same name. Yet, two of the film's three top animal stars, Thumper, the rabbit, and Flower, the skunk, were not present in the book.

Recalls Thomas, "Flower was born during one of Walt's early story conferences. In the first treatment of the storyboard, Bambi's mother was designated to introduce her young fawn to the natural wonders of the forest, but when Thumper came to life, that all changed."

Change, or the concept of "stick - to - it - until - it's - right," has always been at the heart of Walt Disney's work. He remains committed to his pledge that Disneyland will never be completed, and spent years and thousands of dollars to perfect his famed Audio-Animatronics process before offering it to the public at Disneyland and the World's Fair.

"Even in those early days," says Thomas, "we weren't surprised to see new story ideas fall into place after production had begun. That incredible rabbit, Thumper, was a striking example."

A number of children had been gathered on a sound stage to record dialogue for the initial scene where the forest creatures greet their new Prince, Bambi.

"Each child, portraying a different animal, was given a line to express amazement at the young fawn," Thomas explains. "When the first 'take' was recorded, one distinctive little voice slowly drawled, 'Is this . . . the new prince . . . of the . . . forest?'"

Recording activities came to a standstill while frustrated dialogue directors attempted to teach young Peter Behn how to sound excited. "After a futile half hour, somebody thought, 'Maybe we can use him to advantage just the way he is,' and the animators returned to their drawing boards to create a character to for this lovable new voice," says Thomas.

The result was the candid and ingratiating little bunny, Thumper. Since he was a happier character than the mother deer, Thumper was substituted as the guide who introduces Bambi to the forest.

"When Bambi and Thumper got to the point in the story where they discovered Flower, the skunk, we had the animal threesome that made 'Bambi' a motion picture classic," says Thomas.

Thus, Thumper, the little cotton-tail, became to Bambi what Dopey was to Snow White, Jiminy Cricket to Pinocchio, Timothy Mouse to Dumbo and Gus-Gus to Cinderella—an animated version of the traditional western hero's sidekick.

Filed in brilliant Technicolor, Walt Disney's enchanting feature-length animated cartoon, "Bambi," is for Buena Vista release.

'Bambi' Forest Grows From Extensive Research by Walt Disney Staff

The forest in all its seasonal beauty is the magnificent setting of Walt Disney's enchanting feature-length animated cartoon, "Bambi," and as created by Disney's most prolific artists, it is as real as all the forests on the North American continent.

The "Bambi" forest was the result of three years of planning, of field trips embracing woodlands from Maine to California, and research that included every detail, even to smallest leaf.

Much of the inspiration for the picture's atmosphere came from a five-month trip through the Maine Woods by Maine-born artist Maurice Day and a woodsman companion.

Before leaving the studio, he broke down the shooting script and mapped out his photographing and sketching campaign in infinite detail. Setting out from Damariscotta, Maine, Day and his guide travelled north several hundred miles into the wilderness of the mountainous Katahdin Region, in the famous Baxter game preserve. Making their camp at Hersey Dam, an abandoned old logging camp, they

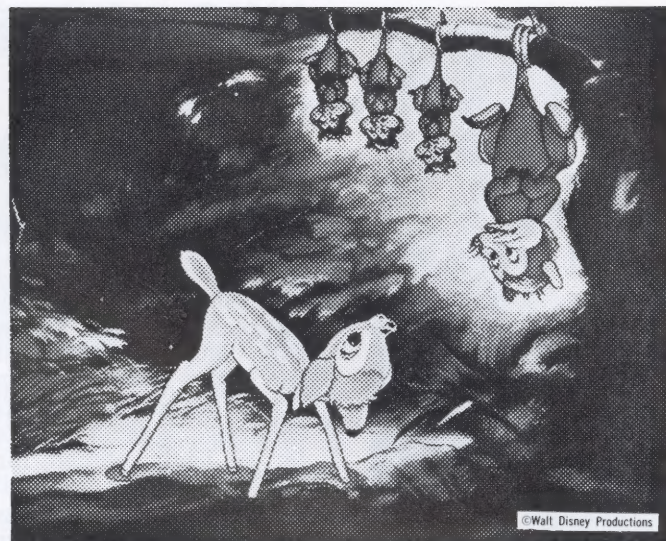
back-packed on trips into different regions and covered more than two hundred miles on foot.

Armed with a Rolliflex camera, Day shot approximately five-hundred black and white photos and about the same number of color slides. Among his subjects were cloud formations, animals of all types, bushes and trees, sections ravaged by fire, bark patterns, snow drifts and countless other details.

While Day was studying and photographing the forests of Maine, similar, though less extensive, field trips were being conducted in the western states. Important areas which provided inspiration for Disney's artists were the Sequoia, Big Bear and Chico regions of California. In addition, several members of Walt's creative staff combined vacations with business and combed the wooded regions of Oregon and Washington.

Armed with this wealth of research material, the artists back at the studio then set about the painstaking task of transferring the natural beauty and wonder of our national forests into the more than 450 background paintings required for the filmization of the famed Felix Salten novel.

Filed in brilliant Technicolor, Walt Disney's "Bambi" is re-released by Buena Vista.



Mat BAM-2E

BAMBI thinks that Mrs. Possum and her family have the wrong slant on things as they hang upside down from a tree limb in this scene from Walt Disney's feature-length animated cartoon, "Bambi," filmed in brilliant color by Technicolor and based on the famed novel by Felix Salten.

A CASTING DILEMMA IS CAUSED BY STARS OF WALT DISNEY'S 'BAMBI'

One of the toughest assignments ever handed the Disney Studios' casting department came about when Walt issued an order to search the Hollywoods for human voices that sounded convincingly like deer, skunks, rabbits, raccoons, quails and owls, if they were to speak like humans, for his feature-length animated cartoon, "Bambi."

Extensive auditions were begun and months of voice tests involving professionals and non-professionals from six to 60 years old followed, before final casting was completed.

The artists who were ani-

imating the cartoon characters were called on to evaluate each test and to determine whether a given voice best suited a deer or a rabbit or a skunk or quail.

In many instances the vocal quality of a candidate not only sounded like, but suggested his animal counterpart. This was especially true with little Peter Behn, who provided the engaging voice of Thumper, the mischievous little rabbit in "Bambi." His round, impish face also resembled that of a Disney bunny.

Most voice applicants were thrilled to receive word of their selection for a particular role and accepted such unusual compliments as "You sound just great; reminds one of a skunk" with good nature and pride.

Filed in brilliant Technicolor, "Bambi," based on the famed Felix Salten novel, is re-released by Buena Vista.

OIL PAINTINGS ADD LUSTRE, DIMENSION TO DISNEY'S 'BAMBI'

Water colors and tempera took a temporary backseat to oil paints during the production of Walt Disney's enchanting feature-length animated cartoon, "Bambi," when Walt decided that this technique would greatly enhance the beauty and quality of his filmization of the beloved Felix Salten novel.

For the next two years, the twenty-six background artists assigned to the production revelled at working in this new and stimulating technique while creating the more than 450 oil paintings that served to backstop the action of the delightful cartoon cast of forest creatures.

The use of oils created an almost-real forest of warm sunlight, cool glades, waterfalls and pools; a forest which reflected all of nature's moods and seasons. Not just the usual flat backgrounds but paintings with greater perspective and depth.

Filed in brilliant Technicolor, Walt Disney's "Bambi" is re-released by Buena Vista.



Mat BAM-1B

THE CHARMING YOUNG DOE, Faline, melts the fellow of her choice with a kiss in this scene from Walt Disney's feature-length animated cartoon, "Bambi," filmed in brilliant color by Technicolor and based on the famed novel by Felix Salten.

COLUMN ITEMS

It took 4,000,000 drawings to put together Walt Disney's animated cartoon feature, "Bambi," but the full-length motion picture required only 950 words. The charming film, which has delighted millions, is one of the finest examples of storytelling through the art of animation.

The little forest folk that giggle so charmingly in Walt Disney's animated cartoon, "Bambi," came by their voices naturally. The producer took children from his neighborhood to the zoo, and recorded their laughter as they responded to the antics of the animals. The behavior of Bambi and his "twitterpated" friends evokes a similar response in the motion picture.

"Bambi," one of the world's most delightful stories, was born of the despair of its author, Felix Salten. Forced to work at jobs he hated because of his father's financial straits, Salten turned to writing as an escape. The result was "Bambi," which Walt Disney has captured in all its charm and joy for the beloved cartoon motion picture.

Walt Disney's animated cartoon feature, "Bambi," demonstrates how science and technology can be called to the service of art. The film makes more extensive use of the multiplane camera than any other motion picture. This camera enabled the film maker to produce three-dimensional effects, which produce the magnificent depth and atmosphere of "Bambi's" famous forest scenes.

Music is employed masterfully to convey narrative and mood in Walt Disney's animated cartoon feature, "Bambi." With only 950 words of dialog, the ear of the audience becomes "hungry" for sound. What it gets is a feast of music: A brilliant orchestral score, a chorus of 40 voices, and individual artists singing 4 lovely songs.

WALT DISNEY'S 'BAMBI' GETS A BIG ASSIST FROM MICKEY MOUSE

Although Mickey Mouse was not involved directly in the production of Walt Disney's feature-length animated cartoon, "Bambi," this most famous of all mice did make one substantial contribution indirectly to the success of this exciting filmization of the famed Felix Salten novel.

He caused and sustained children's spontaneous laughter so badly needed for the motion picture's sound track.

Realizing the futility of getting a group of youngsters to laugh naturally on cue, simply by placing them before a microphone and saying, "Now, laugh!" Disney hit upon a sure-fire gimmick.

Herding the group of chil-

dren into one of his recording stages, the amiable producer first served them all the ice cream they could eat and then proceeded to screen some of his old Mickey Mouse cartoons for them.

With microphones discreetly hidden around the room, the gales of childish giggles and spontaneous laughter that emanated from the delighted youngsters were successfully recorded for the "Bambi" sound track.

In addition, the youthful actors were paid well for their services causing one spunky little boy to remark, "I'll work for you anytime, Mr. Disney. This is child's play."

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'Twitterpated' Was Coined to Order for Walt Disney's 'Bambi'

A new word was introduced to the English language by Disney Studio story men when a highly descriptive but non-existent expression was needed to describe the ecstatic state of being in love for a delightfully funny sequence in Walt Disney's feature-length animated cartoon, "Bambi."

Writer-lyricist Larry Morey and his creative staff came up with "twitterpated," which exactly suited the situation. It also helps to describe the sparkling humor of the Spring sequence in which three boastful young males, who have stated that they are immune

to love, are set back on their heels by three aggressive young females.

Ever since wise old Friend Owl, perched high in a tree top, first surveyed the romantic shenanigans on the ground below and described with scorn the addling process set up by love in Spring, "twitterpated" has become an accepted word in our daily vocabulary.

Coining words is nothing new to Disney's writers and lyricists. Morey contributed the word "stick-to-it-ivity," when a new description of perseverance was needed for "So Dear to My Heart."

Filed in brilliant Technicolor, "Bambi," the beautiful and timeless tale of a young deer and his family of forest friends, and based on the famed Felix Salten novel, is being re-released by Buena Vista.

Artists Chart Course of 'Bambi' Cast

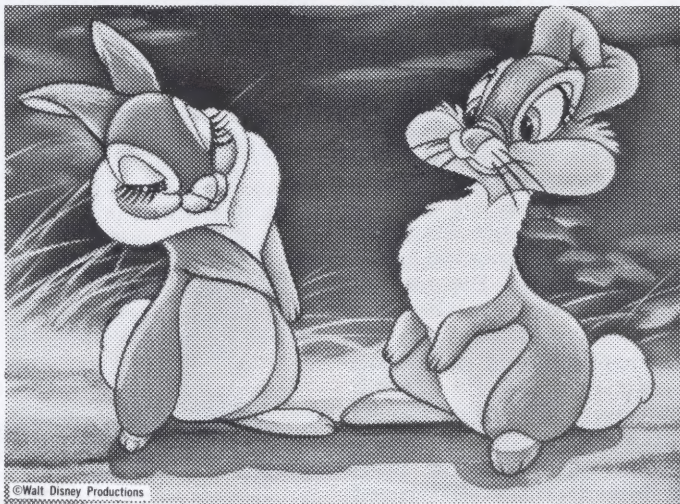
In addition to creating 450 background paintings for Walt Disney's enchanting feature-length animated cartoon, "Bambi," the key background artists were also called on to supply a series of intricate charts of the story's imaginary forest settings as a guide to the animators in drawing character action.

By studying the charts or maps, denoting every tree, boulder, stream and thicket, the animators could become

as familiar with this make-believe forest terrain as if it really existed and move their characters freely without mishap.

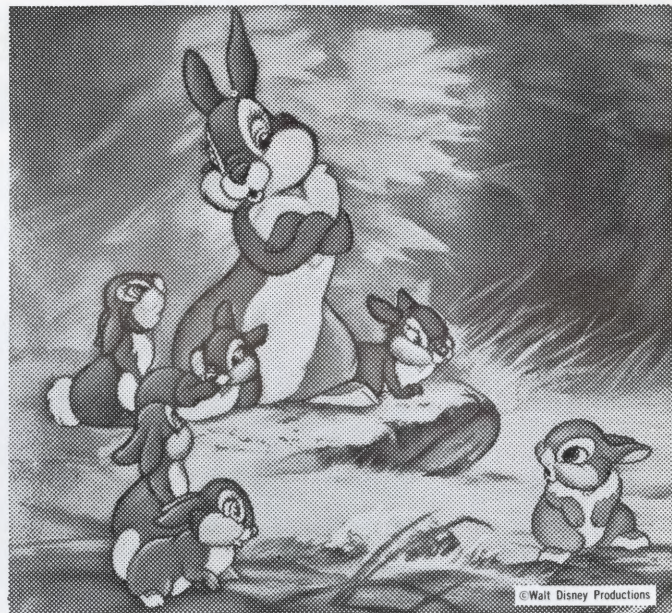
These special charts soon proved their worth for not one of the characters, Bambi, Thumper or the rest of the forest creatures, ever walked through a tree, tripped over a rock or upstaged the background designers' scenic endeavors.

Filed in brilliant Technicolor, Walt Disney's "Bambi" is based on the famed Felix Salten novel and re-released by Buena Vista.



Mat BAM-2G

AN ALLURING BUNNY works her wiles on Thumper, the rabbit, and gets him completely "Twitterpated" in this scene from Walt Disney's feature-length animated cartoon, "Bambi," filmed in brilliant color by Technicolor and based on the famed novel by Felix Salten.



Mat BAM-2C

THE YOUNG THUMPER receives some sage advice from his understanding mother while his sisters and brothers listen intently in this scene from Walt Disney's feature-length animated cartoon, "Bambi," filmed in brilliant color by Technicolor and based on the famed novel by Felix Salten.

Professional Bird Warbler Makes Key Contribution to Walt Disney's 'Bambi'

One of the most unique and amazing occupations in all of Hollywood belongs to a lady named Marion Darlington, who is the voice of the birds in Walt Disney's cartoon feature, "Bambi," and who for 35 years now has been Walt Disney's premiere twitterer-warbler. Over the years her repertoire has grown to now include more than 5,000 bird calls, give or take a canary or two, and is always open to new trills.

Ever since 1931 when she waxed her first warbles for one of Walt's earlier cartoon shorts, "Mickey Cuts Up," Marion has been migrating to the Burbank Studio whenever a Disney sound track calls for an aviary accompaniment. For that first assignment, Marion not only imitated a bird, but also voiced Mickey and Minnie Mouse doing bird imitations themselves.

Another challenge for Miss Darlington came in Disney's feature-length animated cartoon, "Bambi," for which she created a whole forest of feathered creature-calls. In order to more properly populate the "Bambi" woods, she worked hand-in-wing with composer - arranger Edward Plumb and Frank Churchill to place the bird sounds exactly where they were needed in the musical score.

Marion's unique mental library of feathered facts automatically established her as technical advisor to the "Bambi" animators. She spent many hours showing Disney artists how various species look while chirping.

In the Disney filmization of the Felix Salten classic, audiences will hear Miss Darlington as she imitates individual meadow larks, wrens, sparrows, wild canaries, doves and bluebirds. Although most of her "Bambi" efforts sound properly delicate, and give the rightful impression of youth and spring and love, she also had to give voice, on several occasions, to a band of raucous crows.

Marion's experience at whistling whole bird choruses most recently qualified her to warble a sound track for Walt Disney's "Enchanted Tiki

Room" an exciting and unique attraction at Disneyland.

This Arizona resident was just passing the tender age of seven when she discovered she was as much at home around a bird bath as the dinner table.

By the time she was in high school in Long Beach, California, she had become so intrigued with the gentle art, she enrolled in Los Angeles Whistling School for night courses. She graduated from both institutions simultaneously and soon was giving Twitter-Warble concerts for anyone who would listen.

It was at an early age, even before she met Walt Disney, that she came up against her toughest critic. Joyfully tooting through a whistling recital in a Long Beach church on a balmy summer afternoon, Miss Darlington was distressed to hear twitters of laughter emanating from the audience.

"This concert may be entertaining," she thought to herself, "but it's definitely not supposed to be hilarious. Something's wrong."

The cause of the commotion soon became evident. Up the church aisle stalked a big, grey tomcat, his tail flipping with excitement. Marion managed to maintain her mocking bird imitation right up until the moment the cat reached the stage, stood on his hind legs, and put his front paws on her skirt.

It was then she realized her twitters were the cat's meow. Armed with the confidence instilled by a bird-loving tomcat, she went on to even bigger things with Walt Disney Productions.

Filed in brilliant Technicolor, "Bambi," the beautiful and timeless tale of a young deer and his family of forest friends, is being re-released by Buena Vista.

SYNOPSIS

(Not for Publication)

As dawn breaks in the forest, the animals and birds herald the birth of a new Prince. Bambi, a little fawn is born. Thumper, a young bunny, awakens Friend Owl with the news and all the forest creatures congratulate the mother and admire the new Prince.

After Bambi learns to walk, Thumper undertakes to coach him on the ways of the forest and how to talk. They meet a little skunk, Flower, and the three become fast friends.

As he grows, Bambi spends his days romping with Thumper and Flower. One day he discovers another fawn, a little girl — Faline. Bambi, bashful at first, runs and hides behind his mother.

Eventually Bambi and Faline become good friends and spend many happy days playing together in the meadow. One day, a hush falls over the meadow as a majestic stag comes into view. He stops to inspect Bambi, whose friendly smile fades at the Great Stag's stern expression. After the Great Stag leaves, Bambi's mother tells him that "This Great Prince of the Forest" is his father.

In the forest, the Great Stag senses something is wrong. He races back to warn the others that "Man" is in the forest. Bambi becomes lost in the confusion and is rescued by the Great Stag just as shots ring out.

Winter comes — childish frolics change to hardships as the deer search frantically for food. Again "Man" invades the forest and Bambi and his mother try to escape into the thickets. The Great Stag appears from out of the winter twilight to tell Bambi, "Your mother can't be with you any more . . . 'Man' has taken her away. Now you must learn to walk alone. Come my son."

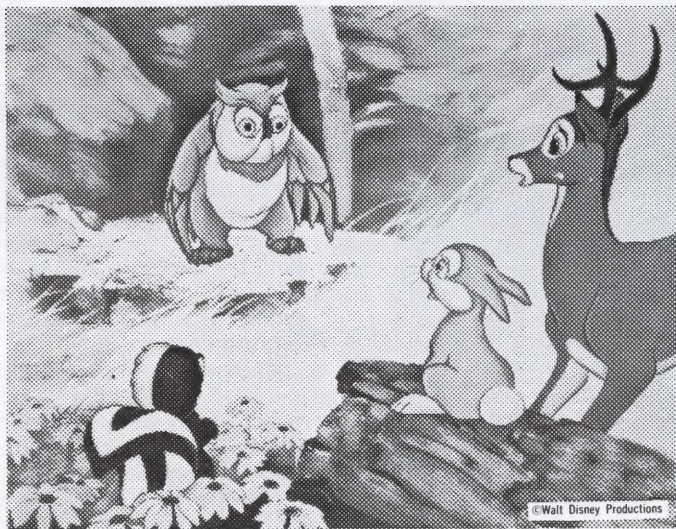
It is spring — and all the forest animals are falling in love. Friend Owl warns Bambi, Thumper and Flower on the dangers of the season — of becoming "Twitterpated." But Flower falls in love. And Thumper is next. Bambi, disgusted with his friends, roams alone. Then, he meets Faline and, he too, becomes "twitterpated." Suddenly he is jarred back to reality by the sudden appearance of a rival who wants Faline for himself. A vicious fight ensues and Bambi triumphs. Bambi rejoins Faline and they walk away together.

In autumn, Bambi senses something is wrong. Leaving Faline asleep, he meets the Great Stag, and together they discover the campfire of "Man." Shots rain through the forest. Faline is cornered by a savage pack of hunting dogs but Bambi arrives in time to hold them off while she escapes. As he attempts to flee, Bambi is shot and wounded.

Back at "Man's" camp, the campfire spreads and soon the whole forest is aflame. Through the smoke the Great Stag finds Bambi and leads the way to safety. On an island Bambi and Faline are reunited.

It is again spring and there is much activity. Thumper and his family awaken Friend Owl; Flower and his son follow. In the thicket is Faline with twin fawns. There is much rejoicing among the forest creatures. On a hill, overlooking the thicket, Bambi and the Great Stag look on. Then the old Prince goes off into oblivion and Bambi takes his place as the Great Prince of the forest.

Filed in brilliant Technicolor, Walt Disney's enchanting feature-length animated cartoon, "Bambi," is based on the famed Felix Salten novel and re-released by Buena Vista.



Mat BAM-2F

THE WISE OLD OWL gives some very good advice to three young friends, (l to r) Flower, the skunk, Thumper, the rabbit, Bambi, the deer in this scene from Walt Disney's feature-length animated cartoon, "Bambi," filmed in brilliant color by Technicolor and based on the famed novel by Felix Salten.

Disney's Delightful 'Bambi' Returns

Brimming with enchantment and featuring some of the most delightful cartoon characters ever created, Walt Disney's feature-length animated cartoon, "Bambi," returns to the screen with all of its original magic, drama and spectacle to thrill anew movie audiences everywhere.

The hero is a deer named Bambi, who from the time of his birth is squired through one forest adventure after another by a forthright cottontail, Thumper, a self-appointed information bureau. Thumper chaperones Bambi's growth, teaches him the art of ice skating, and helps him enlarge his daily vocabulary. In the course of their activities they befriend a wistful skunk named Flower and all goes well until predatory Man and a forest fire interrupt their idyll.

Walt Disney's 'Bambi' Enriched by Liltng Score, 4 Song Hits

Music, always a vitally important part of any Walt Disney production, has never been used more effectively than in the producer's enchanting feature-length animated cartoon, "Bambi."

All of the elements of beauty, romance, excitement and pathos, marking the dramatic life story of a deer and his adventures with other forest creatures, inspired Disney composers to use music to set the mood of the story, embellishing the action and suggesting the individual personalities of the animated characters.

Four songs are sung by individual artists while a chorus of forty voices augments the orchestral score. For the basic theme, Frank Churchill composed the beautiful and haunting "Love is a Song" with Larry Morey supplying the lyrics. The other songs include the lilting "Little April Shower," "Let's Sing a Song About Spring" and "I Bring You a Song."

A host of other wonderful cartoon characters re-introduced range in personality from a matronly quail to a blustery owl, the one sane voice in a forest abounding with Spring romance. Faline, a lovely doe, attracts the now-maturing Bambi, while his pals Thumper and Flower are unblushingly captured, respectively, by a lady rabbit loaded with allure, and a shy but determined femme-skunk.

Although Bambi and his friends are separated temporarily when their paths diverge, they are re-united when disaster strikes their forest home.

A lilting musical score, including songs like "Love is a Song," "Little April Shower," "Let's Sing a Song About Spring" and "I Bring You a Song," sets the mood and keys much of the action of this exciting filmization of the famed Felix Salten novel and the lush colors of the forest settings are faithfully captured by the Technicolor lensing.

Walt Disney's "Bambi," is re-released by Buena Vista.

'BAMBI' SINGER IS A WALT DISNEY FAVORITE

When Walt Disney started searching for a singer to vocalize the love theme in his feature-length animated cartoon, "Bambi," he was immediately taken with the voice of Donald Novis, a popular tenor of the day.

Novis' exciting rendition of the romantic ballad, "Love is a Song," in the film's opening sequence, launched the now perennial favorite on its way to international popularity.

Novis, too, went on to greater fame and success and some years later, when Walt was about to open Disneyland, he again paged the singer. This time he needed a tenor to head his Golden Horseshoe Revue and Novis was again his first choice.

Donald accepted the offer and for many years thereafter was the stellar attraction at the park's popular western saloon, until his recent retirement from show business.

Felix Salten, 'Bambi' Author, Conquered Despair to Become Successful Writer

Felix Salten, who authored the best-selling novel, "Bambi," on which Walt Disney based his enchanting feature-length animated cartoon of the same name, turned to writing as a means of overcoming the despair that filled his early life and eventually became one of the world's leading literary figures.

With his family thrust into poverty as the result of a disastrous coal mining venture in which his father had become involved, the young Felix was forced to take a meager job with an insurance firm to contribute financial assistance to the household.

Bored with his work and oppressed by family affairs, he found escape from his frustrations through the stories he created in secret. When he discovered his efforts would bring him financial return, he quit his job to devote full time to writing.

For many years, Salten eked out an existence with his writing until he became a contributor to the magazine, "The Beautiful Blue Danube," and received the encouragement of a number of established men of Austrian letters.

His success irritated some of his contemporaries, who did their best to disparage the youth's work. Thus, Salten began writing under a pen name, and soon found the adversaries praising his disguised efforts.

Special Camera Technique Helps 'Bambi'

The multiplane camera, a photographic innovation discovered and developed by technicians at the Walt Disney Studios, has never been used more extensively or effectively than in Disney's enchanting feature-length animated cartoon, "Bambi."

This special camera, designed to endow certain animated scenes with a third dimensional quality, photographs the cartoon characters working within the painted backgrounds. Under the old technique, the characters were ink-and-painted on a sheet of celluloid and filmed as a single, flat subject, over one background. All perspective was suggested by the artists' creative efforts.

Operated within a gigantic vertical crane that supports up to seven levels or planes, each carrying a component part of the overall background painted in sections

"Bambi" brought to Salten world-wide success and fame and, following its publication in 1928, was the first of six Salten novels translated into English. The others were "Fifteen Rabbits," "Samson and Delilah," "Bambi's Children," "Florian," "Perri" and "The Hound of Florence."

Of these, "Bambi," "Perri" and "The Hound of Florence," were successfully brought to the screen by Walt Disney, the last as the basis for the producer's hilarious comedy hit, "The Shaggy Dog."

When the Germans invaded Austria just prior to World War II Salten was confined to his home for eight months. Eventually he was permitted to go to Switzerland through the intercession of friends. He continued to live there until his death in 1945 at the age of 76.

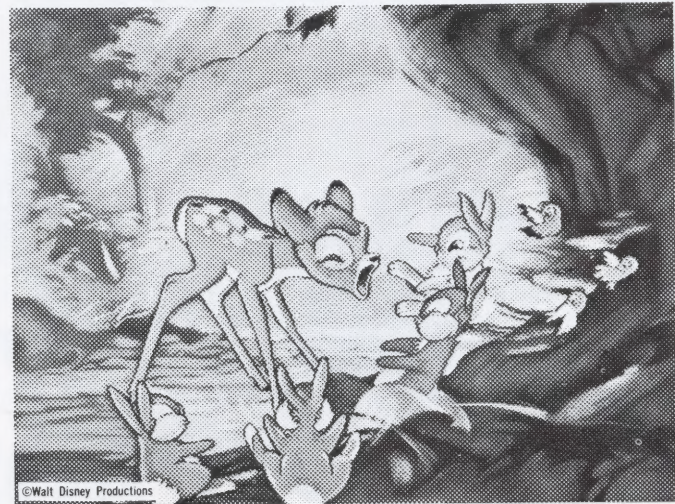
Filed in brilliant Technicolor, "Bambi," the beautiful and timeless tale of a young deer and his family of forest friends, is being re-released by Buena Vista.

on plate glass, the multiplane camera shoots down through the scenery capturing the action of the animated characters as they are moved about within the background planes.

The multiplane camera is of infinite accuracy. Each plane may be lighted separately, moved individually or jointly, closer to or farther from the camera lens, or at different speeds, depending upon the complexity of the scene to be photographed.

The end result produces a realism and vitality never before deemed possible in animated motion pictures.

Introduced as an experiment, the multiplane camera was first used in a Disney cartoon short called "The Old Mill." The process reached a high degree of perfection in Walt's first feature-length cartoon, "Snow White and the Seven Dwarfs," and has been prominently used in every subsequent cartoon feature.



Mat BAM-2D

TRYING HIS VOCAL CORDS, Bambi's bellow blows his young friends of the forest off balance in this scene from Walt Disney's feature-length animated cartoon, "Bambi," filmed in brilliant color by Technicolor and based on the famed novel by Felix Salten.

Walt Disney's 'Bambi' Is an Untalky Talkie

Walt Disney, a firm believer in the old adage that actions speak louder than words, brought his enchanting feature-length animated cartoon, "Bambi," to the screen with less than 1,000 words of dialogue spoken between the entire cast of cartoon characters.

The famed Felix Salten novel from which "Bambi" was adapted, contains 223 pages of text and nearly 10,000 words of dialogue. The first draft of the screenplay was told in about 5,000 words.

On reading it, Walt declared, "The characters talk too much. In the book, it's different. We're working with a medium that calls for action so let's cut all unnecessary conversation."

The completed film wound up with only 950 words of dialogue, by actual count, and the end result proved much more effective. There are entire sequences in which not a single word is spoken and in others only a few lines are heard. Instead, background music was used extensively throughout. The exciting musical score contributes largely to the overall mood of the production and enhances much of the action.

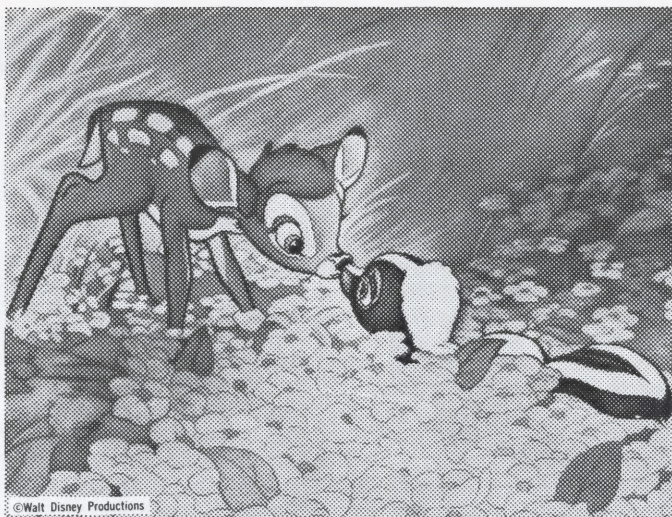
Filed in brilliant Technicolor, Walt Disney's "Bambi" is re-released by Buena Vista.

THE SPONTANEITY OF CHILDISH LAUGHTER ADDS SPARKLE TO 'BAMBI'

The spontaneity that goes into every Walt Disney cartoon feature is a direct product of the famed producer himself, a fact particularly pointed up by a little known behind-the-scenes incident that occurred during the production of "Bambi."

Walt needed a children's laugh-track. Now, these are easy enough to come by. One way is to buy it from laugh-track specialists. Another is to produce your own, perhaps by lining up a group of children and asking them simply to laugh.

But Walt had still another system: his own. He recruited twenty tiny tots from his own neighborhood and brought them to the studio for a Saturday afternoon. After a visit to



Mat BAM-2B

IN A FIELD OF BLOSSOMS young Bambi meets a new friend, Flower, the skunk, in this scene from Walt Disney's feature-length animated cartoon, "Bambi," filmed in brilliant color by Technicolor and based on the famed novel by Felix Salten.

4,000,000 DRAWINGS USED IN WALT DISNEY'S 'BAMBI'

Aside from Bambi himself and the other fascinatingly endearing characters in Walt Disney's animated feature motion picture, the interesting thing about "Bambi" is the enormous amount of work that Walt and his artists were put to in producing the modern-day classic.

The final product, if unreeled to full length, would stretch one and a fifth miles, which is a fair piece of film. But to get this finished to perfection required the execution of more than four million drawings.

Veteran Disney artists recall that at least nine research sketches and test drawings were created and discarded for every one accepted.

And yet, with all the draw-

Walt Disney's 'Bambi' Abounds With Animal Stars

Walt Disney returns to the screen his most spectacular and dramatic feature-length animated cartoon, "Bambi," an intensely human and emotional story told in terms of its unforgettable forest creatures.

One of the most endearing cast of cartoon characters ever to emanate from the Disney Studios is led by the hero, Bambi, a young deer and Prince of the Forest, who learns that he must fight to win the love he so strongly desires. Then there is the gay and zany Thumper, a cottontail, who just about steals every comedy situation in the show, and a shy little skunk dubbed Flower to complete the stellar trio.

These three delightful cartoon characters become involved with countless other forest creatures in this enchanting filmization of Felix Salten's immortal novel. Bambi's mother; his father, the Great Stag; his attractive sweetheart, Faline; Friend Owl, and Ronno, the rival deer, are but a few of the other unforgettable characters that share the adventure, laughter and excitement of this great story.

Filed in brilliant Technicolor, Walt Disney's "Bambi" is re-released by Buena Vista.

Frank Churchill's Beautiful Music Sparks 'Bambi' Again

The beautiful and timeless music of the late, famed Frank Churchill, which cut such a niche for the man and his works, comes to life again in "Bambi," soon to be re-released to a new generation of movie-goers.

Churchill's music, shut off in 1942 with his untimely death at the age of 40, adorned some 65 Disney short subjects and full-length animated features during his twelve years with the studio. A quick glance at a list of Churchill-penned Disney tunes will reveal such hits as "Who's Afraid of the

Big Bad Wolf?," "Pied Piper of Hamelin," "Some Day My Prince Will Come," "Heigh Ho," and "Whistle While You Work," only a few of the songs he wrote in addition to those for "Bambi."

Churchill had the rare talent of being able to write music for a scene before it was animated, thus assisting the animator in creating the mood, tempo and pacing of a cartoon character's actions. In "Bambi's" rain sequence, for instance, the rhythm of the rain was keyed and animated to Churchill's music. Down to the last raindrop, the music set the mood and tempo of the animation, not vice versa.

His ancestors, fleeing religious persecution in England, were among the first to settle the colony of Maine, in 1609. So Frank's life was always steeped in tradition, and this was reflected in his uniquely American music.

Although he attempted to follow the behests of his family and study medicine at U.C.L.A., Frank was a born musician. At 15 he was playing the piano in silent movie theatres. Then he spent five years as a staff musician for KNX Radio in Los Angeles before joining the Disney Studio.

His music, like the films "Snow White" and "Bambi" themselves, will be enjoyed by generations to come.

Filed in brilliant Technicolor, Walt Disney's enchanting feature-length animated cartoon, "Bambi," the heart-warming adaptation of the immortal Felix Salten novel, is being re-released by Buena Vista.

Walt Disney's 'Bambi' Traces Life's Great Joy and Drama

(Prepared Review)

A motion picture which traces all of life's most joyous and dramatic moments, Walt Disney's "Bambi," returns to the screen at the Theatre, bringing its timeless story of a young deer and his forest friends to enchant a new generation and rekindle memories for the old.

Representing six years of research, story development and production, the 75-minute full-length Technicolor film was one of the most difficult animated features ever attempted by the Disney Studios. "Pinocchio," "The Reluctant Dragon," "Fantasia" and "Dumbo" all were completed and released throughout the world while "Bambi" was on the drawing boards.

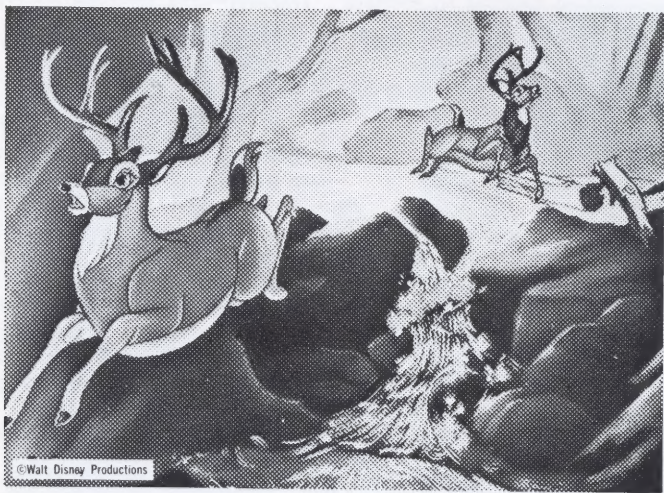
Through the years, the film's artistic value has been as appreciated by adults as its entertainment value has been prized by children. The essence of simplicity, "Bambi" shares with its audiences the joys of youth and discovery experienced by a young deer and his two companions, Thumper, an irresistible rabbit, and the wistful skunk, Flower.

Based upon Felix Salten's best-selling novel, the film presents the entire life cycle of the animal kingdom. Highlight scenes include the springtime birth of Bambi, the new Prince of the forest; his first tour of the wooded wonderland with his quickly acquired playmates, Thumper and Flower; wintry fun when the fawn and rabbit take a spin on the ice, and desperation when the animals search through the snow for food. Evoking every emotion, the story fills with bitterness when Bambi's mother is felled by a hunter's bullet, and with love when the three "Twitterpated" friends meet their feminine match the following spring.

A peak of excitement is reached in autumn when Man again invades the forest, and becomes responsible for a devastating fire. Shot after rescuing his doe, Faline, from the jaws of hunting dogs, Bambi is led through the fire to safety by The Great Stag, and fittingly takes his father's place as guardian of the forest kingdom soon after.

The memorable animation is supplemented by the late Frank Churchill's warm and stirring musical score. "Bambi" was the last film ever scored by Churchill, who was responsible for such unforgettable Disney tunes as "Who's Afraid of the Big Bad Wolf?" "Heigh Ho," and "Whistle While You Work."

"Bambi," re-released by Buena Vista, must certainly be regarded as one of the most beautiful motion pictures ever made with brush, paint and love.



Mat BAM-2K

TO ESCAPE the roar of the forest fire that closes in about them, Bambi and his father, the great king of the forest, take to the stream in this scene from Walt Disney's feature-length animated cartoon, "Bambi," filmed in brilliant color by Technicolor and based on the famed novel by Felix Salten.

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PRODUCER:

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NUMBER ONE
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NUMBER ONE
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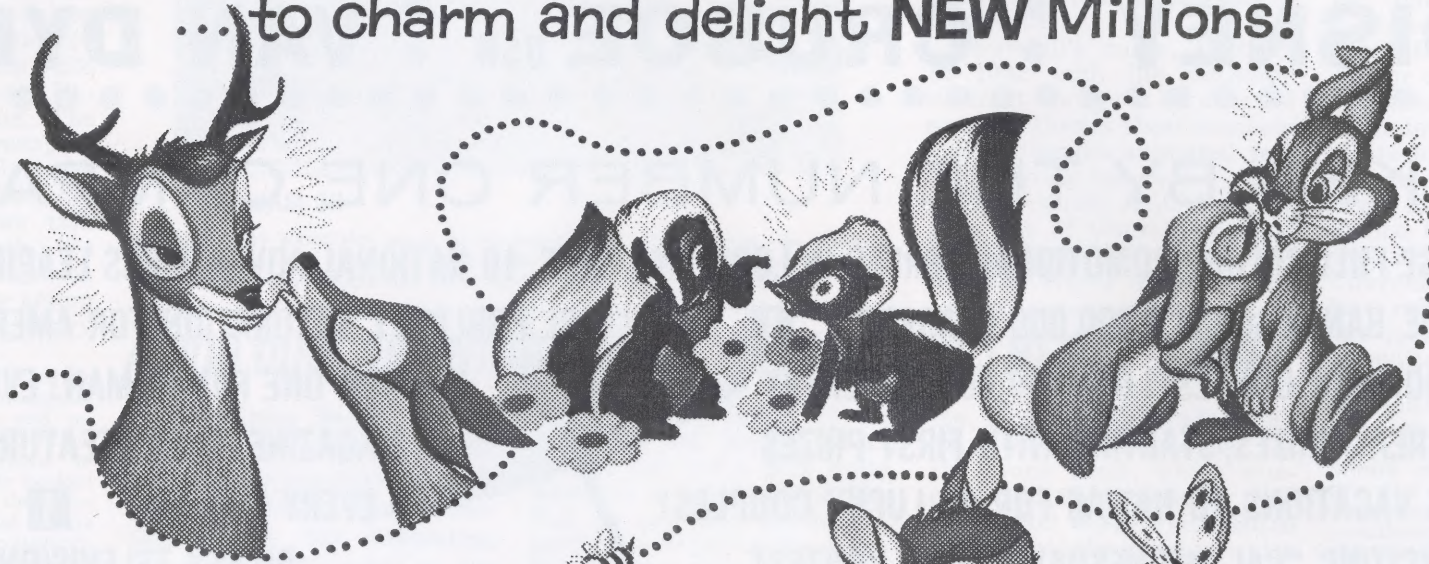
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...to charm and delight **NEW** Millions!



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5 HAPPY SONG HITS! Including "Love Is a Song" • "Little April Shower"

From the
Story by
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...as Bambi and his beloved
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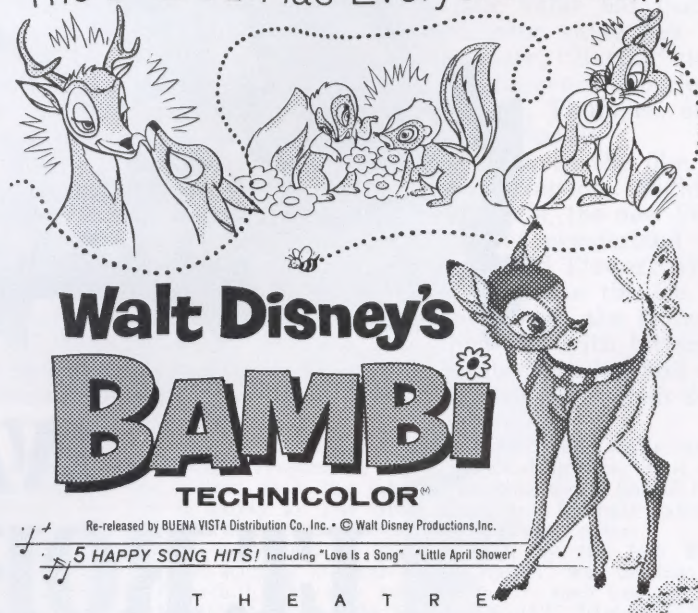
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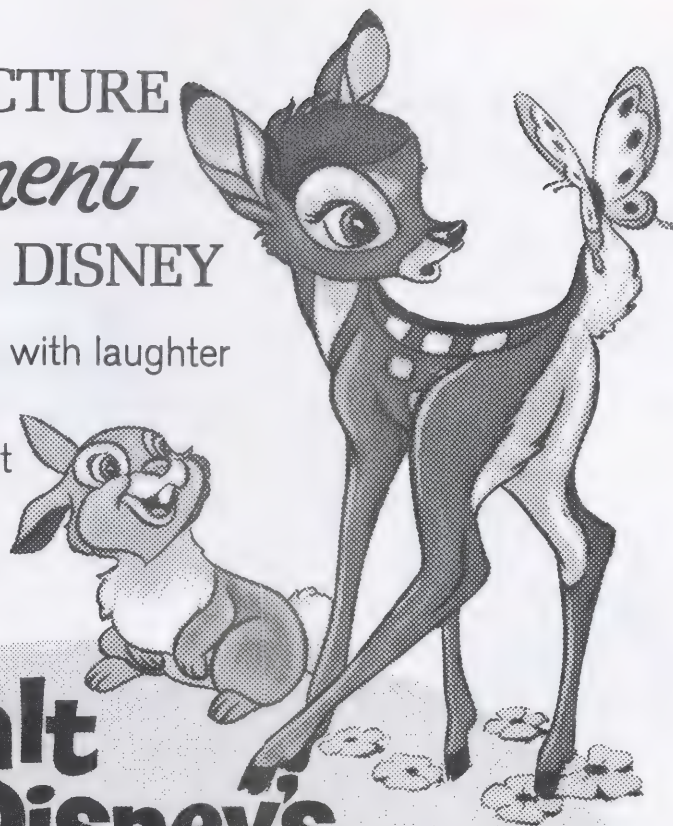
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Enchantment
FROM WALT DISNEY

The screen overflows with laughter as Bambi, Thumper, Flower and all the rest of his "twitterpated" friends charm and delight you!



Walt
Disney's
Bambi



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A HEARTWARMING
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"TWITTERPATED"
WITH DELIGHT!



BUBBLING WITH
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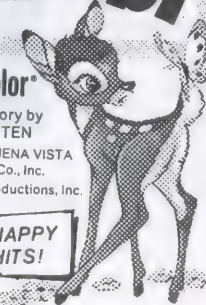


Walt
Disney's
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WITH 5 HAPPY
SONG HITS!



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Coming!

Walt Disney's



Bambi

NEXT
ATTRACTION

Walt Disney's



Bambi

Coming!

Walt
Disney's

Bambi

Coming!

Walt Disney's

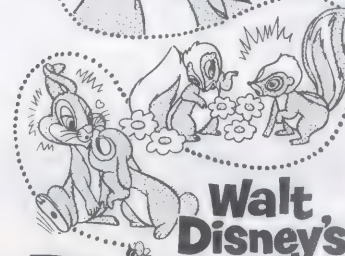
Bambi

NEXT
ATTRACTION

Walt
Disney's

Bambi

FILLED WITH
ADVENTURE
MUSIC and
FUN!



Walt
Disney's
Bambi

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A HEARTWARMING STORY
TO THRILL *NEW* MILLIONS!

*Filled with Enchantment!
Tingling with Adventure!
Buzzin' with Fun!*



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T H E A T R E

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Including
"Love Is a Song"
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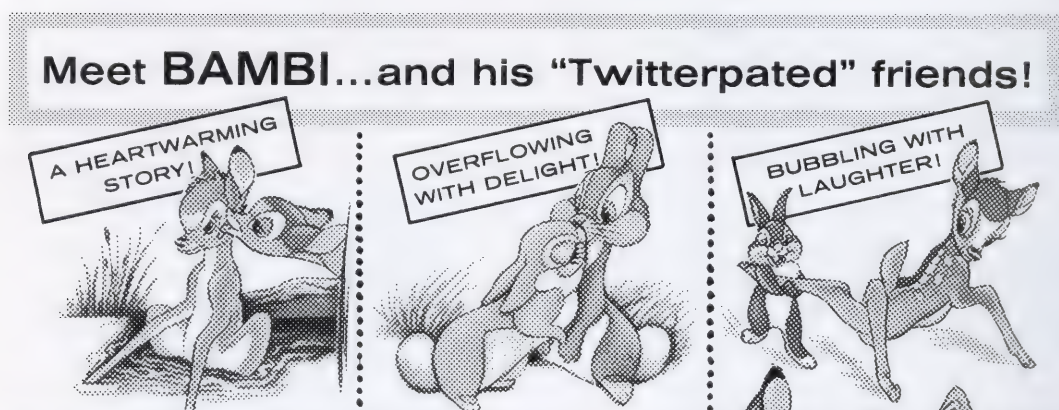
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Meet BAMBI...and his "Twitterpated" friends!

A HEARTWARMING STORY!

OVERFLOWING WITH DELIGHT!

BUBBLING WITH LAUGHTER!



Walt Disney's
Bambi
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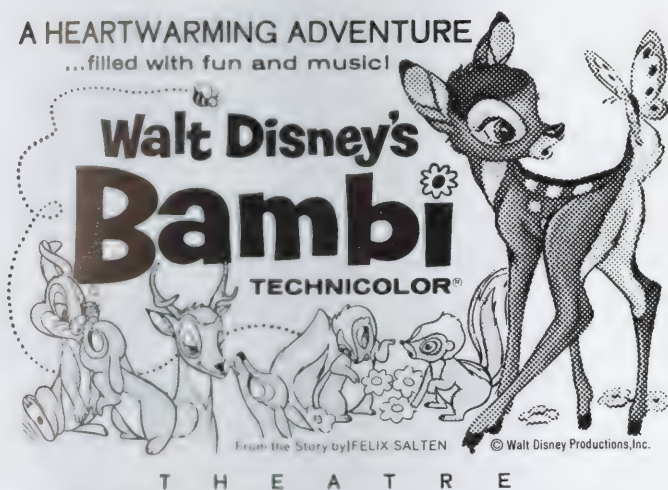
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SONG HITS!

Look to the name WALT DISNEY for the finest in family entertainment

Mat 307 201 lines 3 cols x 67 (14 inches)

A HEARTWARMING ADVENTURE
...filled with fun and music!



Walt Disney's
Bambi
TECHNICOLOR®

From the Story by FELIX SALTEN • © Walt Disney Productions, Inc.

T H E A T R E

Mat 206 74 lines 2 cols. x 37 lines (5½ inches)

Mat 208 50 lines 2 cols. x 25 lines (3½ inches)

FINAL
BILLING REQUIREMENTS TO BE COMPLIED WITH
IN ALL ADVERTISING (Including Paid Publicity)

BAMBI

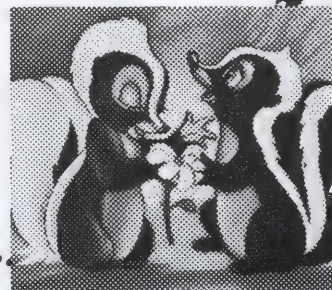
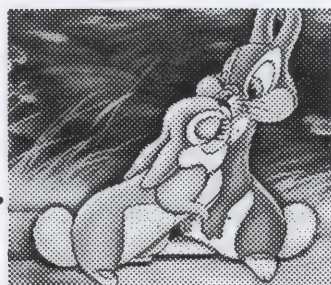
The following credits shall be displayed, in the order and size indicated, in all advertising and paid publicity (other than group, list, teaser, trailer, special advertising and advertisements of EIGHT (8) COLUMN INCHES OR LESS). The percentage size designated for each name indicates its percentage size of the title, unless otherwise indicated. The title size of 100% is determined by the average height of the letters in the title.

WALT DISNEY'S	Approx. 75% preceding title. Use obligatory in all advertising.
BAMBI	100%
TECHNICOLOR®	25%
From the Story by FELIX SALTEN	Approx. 5%. Readable type.
Re-Released by BUENA VISTA DISTRIBUTION CO., INC.	Approx. 5%. Use desirable. Small readable type all ads, except where space limitation precludes use.
©Walt Disney Productions	use obligatory. Small readable type acceptable.

Everyone's buzzin' about the
FUN! Music! LAUGHTER!
 An exciting story
 filled with enchantment!

Walt Disney's **BAMBI**

TECHNICOLOR®



**WITH 5 HAPPY
 SONG HITS!**
 Including
 "Love Is a Song"
 "Little April Shower"

From the Story by
 FELIX SALTEN

© Walt Disney Productions, Inc.

Re-released by BUENA VISTA Distribution Co., Inc.

Look to the name
 WALT DISNEY
 for the finest in
 family entertainment.

T H E A T R E

Mat 402 348 lines 4 cols. x 87 (25 inches)

Everyone's
 buzzin' about the
**FUN, MUSIC
 AND
 LAUGHTER!**

Walt Disney's **Bambi**

TECHNICOLOR®
 From the Story by FELIX SALTEN
 Re-released by BUENA VISTA Distribution Co., Inc. • © Walt Disney Productions, Inc.

5
 HAPPY
 SONG
 HITS!

T H E A T R E

Look to the name WALT DISNEY for the finest in family entertainment.

Mat 203 150 lines 2 cols x 75 (11 inches)

Filled
 with
 FUN,
 MUSIC,
 DRAMA!

Walt Disney's **Bambi**

TECHNICOLOR®

© Walt Disney
 Productions, Inc.

Mat 205 28 lines 2 cols. x 14 lines (2 inches)

FUN! Music! LAUGHTER!

Walt Disney's **Bambi**

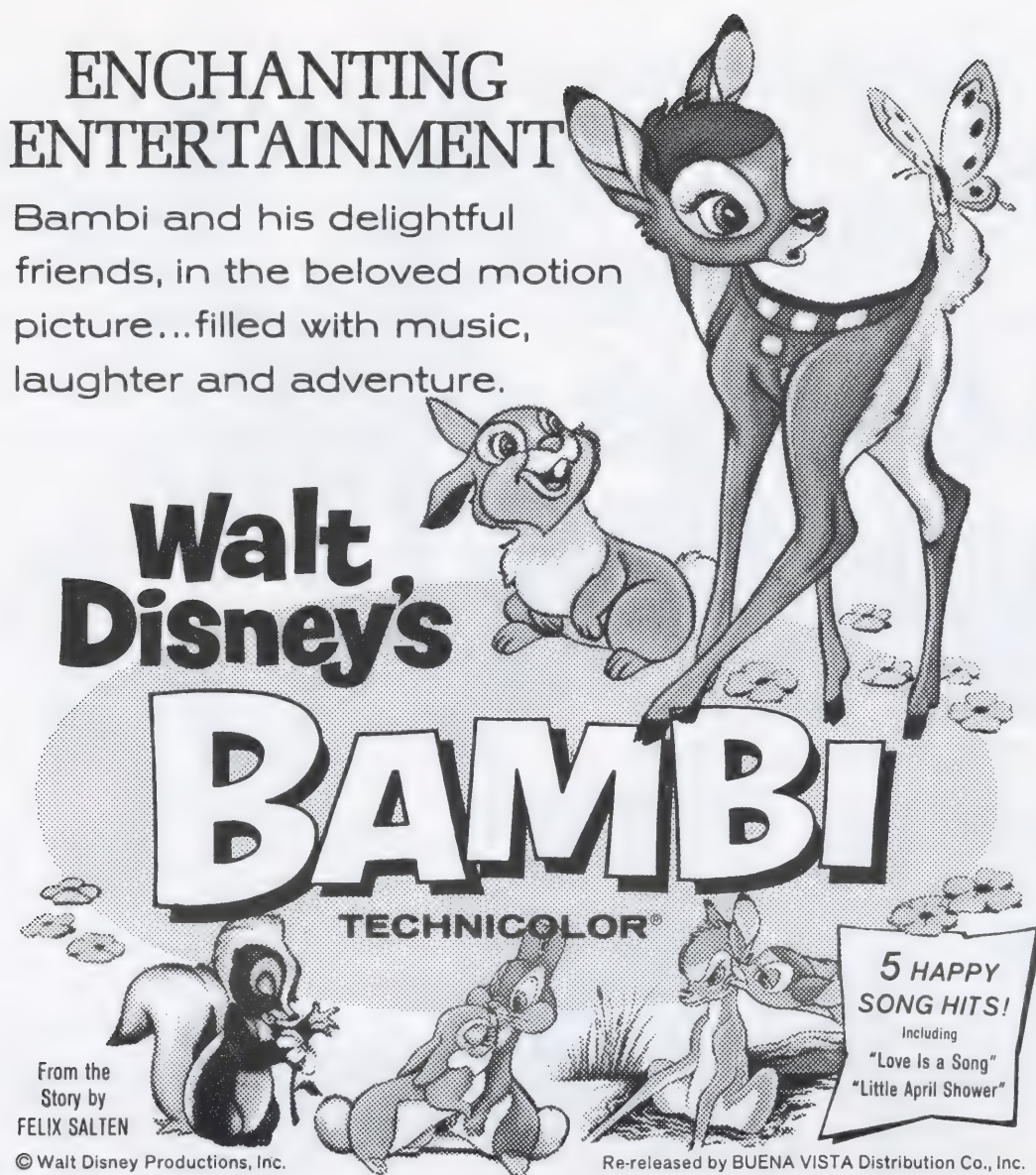
TECHNICOLOR®
 From the Story by FELIX SALTEN
 Re-released by BUENA VISTA Distribution Co., Inc. • © Walt Disney Productions, Inc.

WITH 5 HAPPY
 SONG HITS!

Mat 304 90 lines 3 cols x 30 (16½ inches)

ENCHANTING ENTERTAINMENT

Bambi and his delightful friends, in the beloved motion picture...filled with music, laughter and adventure.



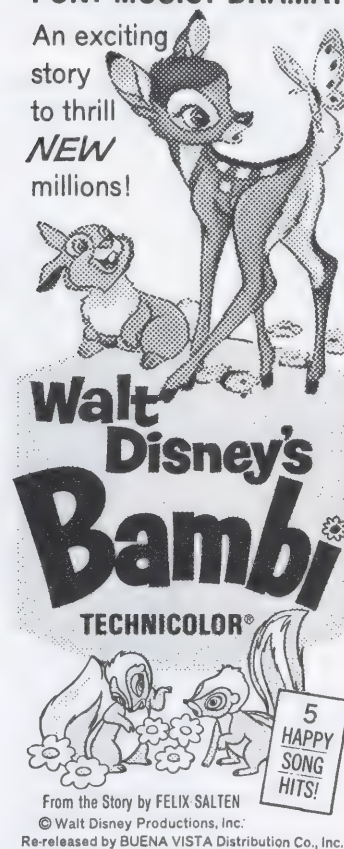
Look to the name
WALT DISNEY
for the finest in
family entertainment.

T H E A T R E

Mat 305 276 lines 3 cols. x 92 lines (20 inches)

FUN! MUSIC! DRAMA!

An exciting
story
to thrill
NEW
millions!



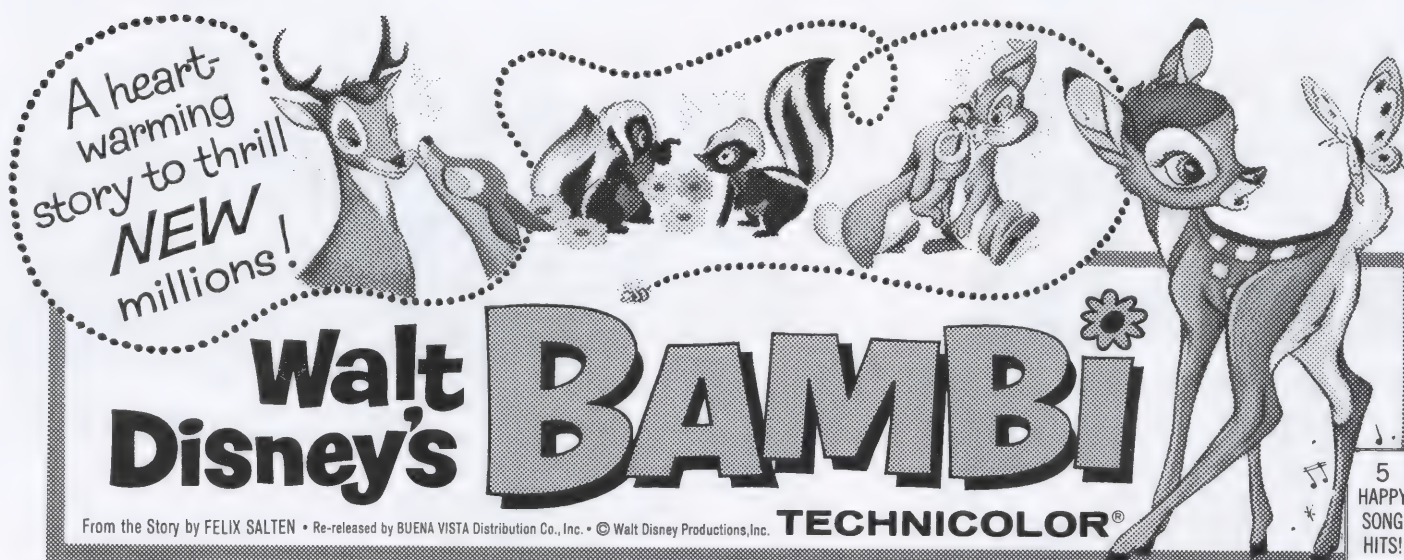
T H E A T R E

Mat 102 75 lines (5½ inches)



All advertising material in this pressbook, as well as all other newspaper and publicity material, has been approved under the MPAA Advertising Code as a self-regulatory procedure of the Motion Picture Association of America.

All inquiries on this procedure, which is voluntarily subscribed to by the major motion picture companies, may be addressed to: Advertising Code Administrator, Motion Picture Association of America, 522 5th Avenue, New York, New York 10036



Mat 403 160 lines 4 cols x 40 (11 inches)

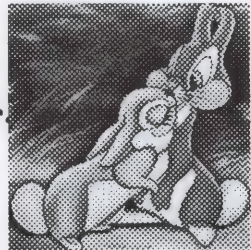
Everyone's buzzin' about the

FUN! Music! LAUGHTER!

An exciting story
filled with enchantment!

Walt Disney's **Bambi**

TECHNICOLOR®



© Walt Disney Productions, Inc.



Re-released by BUENA VISTA Distribution Co., Inc.

WITH 5 HAPPY
SONG HITS!
Including
"Love Is a Song"
"Little April Shower"

From the Story by
FELIX SALTEN

T H E A T R E

Look to the name
WALT DISNEY
for the finest in
family entertainment.

Mat 306 225 lines 3 cols x 75 (16 inches)

A delight
for NEW
millions!

Walt
Disney's
Bambi
TECHNICOLOR®
© Walt Disney Productions, Inc.

Mat 103 28 lines (2 inches)

Walt Disney's
Bambi
TECHNICOLOR®
© Walt Disney Productions, Inc.

Mat 104 14 lines (1 inch)

SPREAD THE HAPPY HOLDOVER NEWS

by using these slugs at the top
of all of your holdover ads!

2nd WEEK OF FUN, MUSIC, ADVENTURE!



HELD OVER FOR ANOTHER FUN-FILLED WEEK!

2nd WEEK OF ENCHANTMENT

HELD
OVER!

* HELD OVER *
* FOR A 2nd *
HAPPY WEEK

HELD
OVER



HELD
OVER!

ALL HOLDOVER SLUGS ARE ON

Mat BAM 4X

ENCHANTING ENTERTAINMENT
for everyone!



Walt Disney's **Bambi**

TECHNICOLOR®

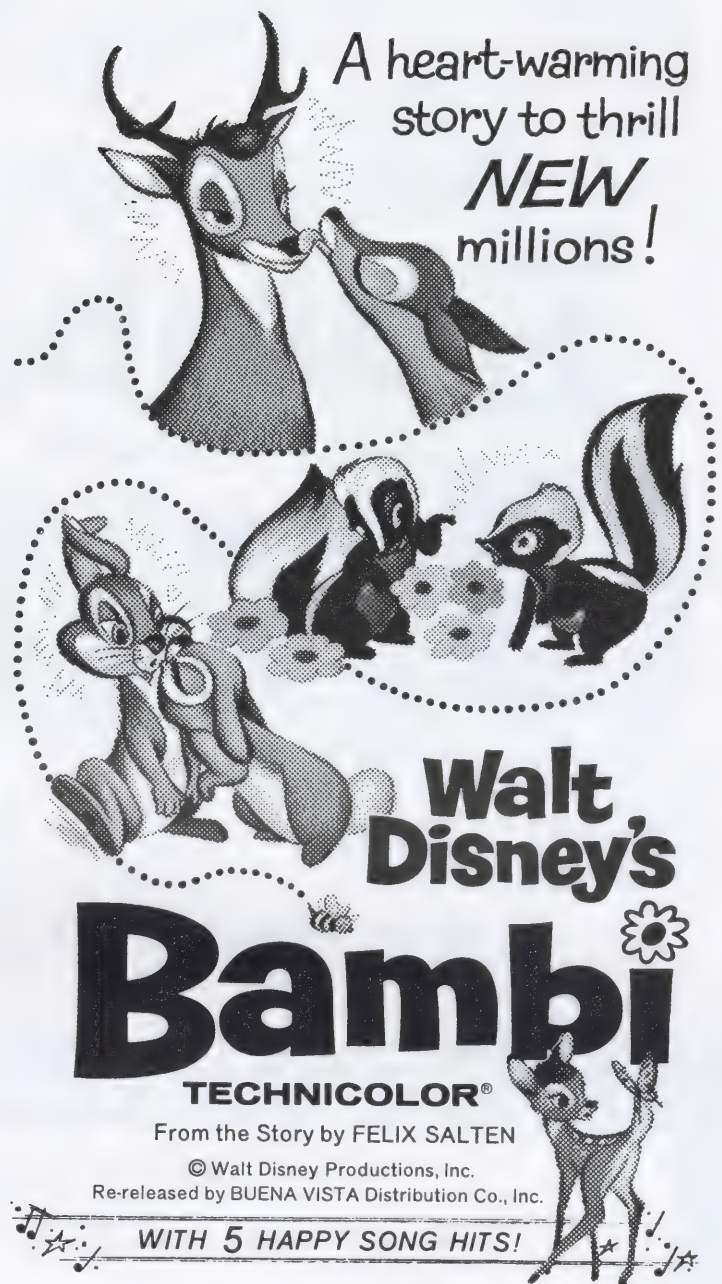
WITH 5 HAPPY
SONG HITS!
Including
"Love Is a Song" - "Little April Shower"
From the
Story by FELIX SALTEN

Re-released by BUENA VISTA Distribution Co., Inc. ©Walt Disney Productions

T H E A T R E

Look to the name WALT DISNEY for the finest in family entertainment

Mat 202 250 lines 2 cols. x 125 (17 inches)



Walt Disney's **Bambi**

TECHNICOLOR®

From the Story by FELIX SALTEN

© Walt Disney Productions, Inc.
Re-released by BUENA VISTA Distribution Co., Inc.

WITH 5 HAPPY SONG HITS!

T H E A T R E

Look to the name WALT DISNEY for the finest in family entertainment.

Mat 201 200 lines 2 cols. x 100 (14 inches)

They'll all want to know when this one is coming, so use these headline slugs on all your pre-opening ads. The 1-column and 2-column slugs shown below, along with similar 3-column slugs, are available on Special Mat #4.

Starts FRIDAY!

Starts THURSDAY!

Starts WEDNESDAY!

Starts TOMORROW!

Starts FRIDAY!

Starts THURSDAY!

Starts WEDNESDAY!

Starts TOMORROW!

Special Composite Ad Mat BAM #1



50 lines 2 cols. x 25 lines (3½ inches)



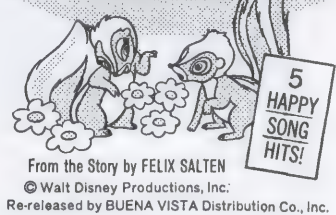
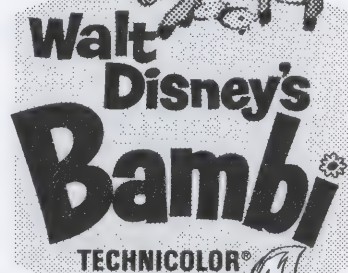
28 lines 2 cols. x 14 lines (2 inches)



14 lines (1 inch)



FUN! MUSIC! DRAMA!
An exciting story to thrill *NEW* millions!



T H E A T R E

75 lines (5½ inches)

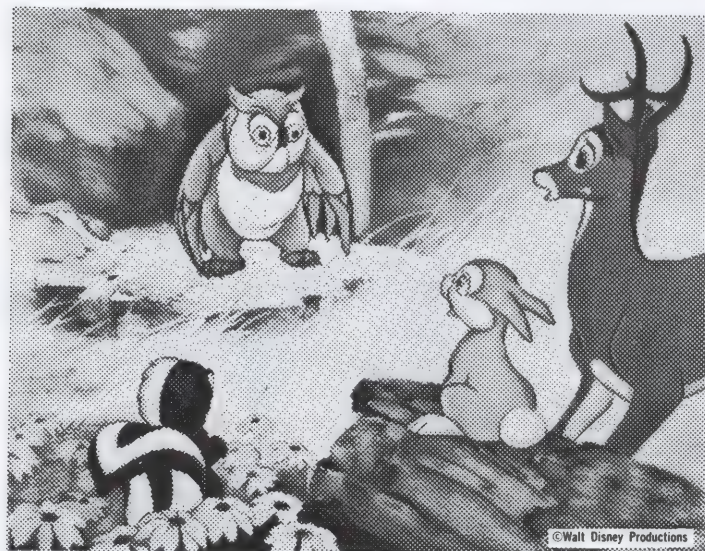


28 lines (2 inches)



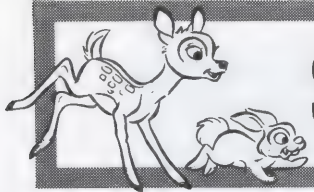
T H E A T R E

50 lines (3½ inches)



Special Mat BAM #1

AVAILABLE THROUGH NATIONAL SCREEN SERVICE



SOMETHING SPECIAL FOR EVERYONE!



advertisement

advertisement

advertisement

advertisement

FREE CO-OP AD MAT

AVAILABLE IN 8 COLUMN
& 5 COLUMN TABLOID SIZE

ORDER FROM
BUENA VISTA

advertisement

advertisement

advertisement

advertisement

NOTE:

The reproduction of the co-op ad on this page is in fine screen, ready for your use, same size, in offset newspapers. Co-op ad mats available from National Screen Service are in coarse screen, for newspapers using letterpress printing.

A heart-
warming
story to thrill
NEW
millions!



Walt Disney's

BAMBI

From the Story by FELIX SALTEN • Re-released by BUENA VISTA Distribution Co., Inc. • © Walt Disney Productions, Inc.

TECHNICOLOR®

5
HAPPY
SONG
HITS!

Look to the name WALT DISNEY for the finest in family entertainment!

T H E A T R E

A 'TWITTERPATED COLORING CONTEST WITH ALL THE DELIGHTFUL 'BAMBI' CHARACTERS



Bambi and Faline, Thumper the rabbit and Flower the fragrant skunk... they're all there to charm the children, so give this coloring contest all the exposure you can – in newspapers and heralds, in schools and stores and everywhere else.



© Walt Disney Productions

Available in 2 sizes:

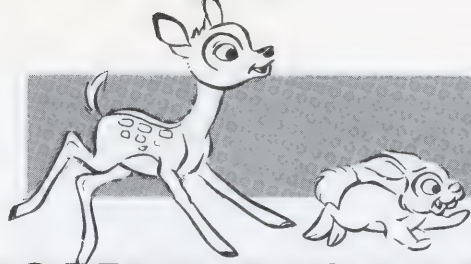
HERALD SIZE (shown above)...**Mat BAM-CC 6**

NEWSPAPER SIZE (3 cols.)...**Mat BAM-CC 3**

ORDER FROM NATIONAL SCREEN SERVICE

News Flash!

The always popular Walt Disney coloring contests are surging to new heights of popularity. The "Ugly Dachshund" and "Winnie the Pooh" contests are setting new records in newspaper readership response. Hitch your campaign to this shooting star with a "BAMBI" coloring contest!



EXPLOITATION



COMMUNICATE THE FUN BY PHONE

The telephone is your most personal advertising medium. Use it to stimulate that extra bit of excitement when a patron calls for information. What you or your staff say over the phone may decide, or undecide, that patron on coming to your theatre. Below are some suggestions for your "Bambi" telephone message:

RECORDED

Hello, this is the Theatre. Today's attraction is Walt Disney's all-cartoon feature, "Bambi," unforgettable screen entertainment, fun-filled with the enchanting story and Disney characters loved the world over. Show times are The co-feature is showing at For further information or to speak to the manager call

RECORDED

Good afternoon, this is the Theatre. Our feature is Walt Disney's "Bambi," the beloved all-cartoon favorite filled with laughter, excitement and memorable Disney characters. Showtimes are Our next attraction will be starting

RECORDED

Good morning. This is a recorded announcement from the Theatre, located at Today we are pleased to present the delightful all-cartoon feature, "Bambi," filled with fun, music, excitement and enchanting Walt Disney characters. Feature times today are If you would like information about our next attraction, call

RECORDED

This is the Theatre. Our featured attraction is Walt Disney's "Bambi," an excitement-and-fun-filled all-cartoon feature for the whole family. "Bambi" showtimes are For further information please call

LIVE (in answer to question, "What is 'Bambi' about?")

1. "Bambi" is the all-cartoon story of a young deer, his adventures and his charming woodland friends, told with wonderful Walt Disney charm and humor.
2. "Bambi" is wonderful Walt Disney entertainment for the entire family, with lots of songs, lots of action and many wonderful Walt Disney cartoon characters.
3. You will really enjoy "Bambi." It's an all-cartoon feature—one of Walt Disney's best—with music, fun and lots of excitement.
4. You have my personal recommendation; "Bambi" is a motion picture you will never forget. It's got music, drama, laughter and many delightful Walt Disney cartoon characters.

Mr. Showman

Familiarize your personnel with all the above copy. Let them use the answer that gives the best response to the question as it is asked. And allow them to vary their message so that it always sounds fresh.

RECORDED

This is the Theatre. We are proud to announce that today's feature attraction is Walt Disney's fun-filled all-cartoon favorite, "Bambi," the entertainment experience of a lifetime. "Bambi" starts at For other information call

COLOR IT BIG

One of the biggest things in local promotion today is the Walt Disney coloring contest. Theatres are today witnessing a surge of response far above the previous high level. And what more could anyone ask of a coloring contest than to have all the wonderful "Bambi" characters in it? (See P. 17).

SCHOOLS AND LIBRARIES

The beloved book by Felix Salten and the all-time favorite Walt Disney motion picture are a combination guaranteed to unlock the doors of libraries and schools in your community. Use Entertainment Film Clips (P. 19), books (P. 29) and recorded music (P. 30-31) as special facilities for making your engagement of "Bambi" a big event to all school-going, library-visiting youngsters.

EXCITEMENT IN STORE

... the retail store, that is. A tremendous line-up of toys, games, housewares, books and records makes "Bambi" a retail bonanza. Work out arrangements with department stores, record shops, children's wear shops, book stores, etc., for a community-wide "Bambi" event, including everything from a merchant's co-op ad (P. 16) to cross-plugs and exciting contests.

MUSIC, MUSIC, MUSIC

The song favorites from Walt Disney's "Bambi" are now in release on several Disneyland recordings (See P. 30-31). Work closely with your Disneyland-Buena Vista Distributor in setting up local tie-ins, contests and promotions.

'BAMBI' FUN FLIES HIGH ON THEATRE IMPRINT BALLOONS

Theatre imprint balloons, an exciting way to reach the youngsters, are available at attractive rates. Take advantage of this "Showmanship Media" opportunity.

22-070 B

7-inch diameter round balloon, assorted colors, imprinted on two sides. First side imprint as shown at right. Second side imprint is theatre copy, in three or four lines.

IMPORTANT

All shipments are postpaid. Your order must include a check or money order for the full amount. Also include your theatre copy, which Oak Rubber will set in type for imprinting.

Allow 2 weeks from the time Oak Rubber receives your order to delivery of balloons at your theatre. A delivery target date is requested.

FROM OAK RUBBER CO.



'BAMBI' BALLOON ORDER BLANK

Style 22-070 B IMPRINTED BALLOON

OAK RUBBER CO.
Ravenna, Ohio 44266
Attn: Mr. Perry Williams, Sales Mgr.

Date:

Please send me imprinted "BAMBI" balloons, shipping prepaid, at—

\$14.00 per 500
\$25.00 per 1000

Enclosed is my check (or money order) for \$ made payable to Oak Rubber Co.

PLEASE FILL IN: Theatre copy

Target date or delivery

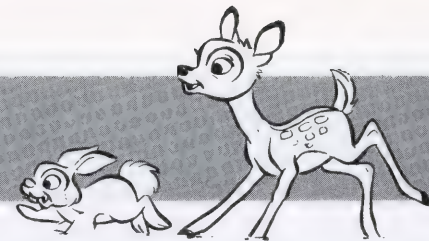
Manager

Theatre

City State



EXPLOITATION



ENCHANT THE TV TOTS

Nothing will win your young television viewers for "Bambi" like a little bit of the motion picture itself. And if you are running a special TV promotion (see right), you can add entertainment to the contest excitement. All this can be done with the FREE "Bambi" Entertainment Film Clips (P. 19).

BAMBI'S IN THE CHIPS

Regional potato chip companies all over the country are tying in with Walt Disney's "Bambi," giving you an opportunity for supermarket tie-in promotions. The impact premium is a set of full color iron-on decals of the "Bambi" characters, and the purchase offer is a "Bambi" album. You can set up an additional contest or drawing (of potato chip package labels) for additional prizes offered by the supermarket and the potato chip distributor (See P. 23).

GO NABISCO

You have a brand name leader going for you when you tie in locally with Nabisco. Set up a display of the "Bambi" Puppet Show that Nabisco is offering in boxes of Wheat Honeys and Rice Honeys. Stimulate interest that can be turned into contest participation ("the best idea for a puppet show") and want-to-see excitement. (P. 22)

FAMILY (SEWING) CIRCLE

The "Bambi" sewing kits offered by Family Circle Magazine have tremendous homemaker appeal. The products going to a children's home, or offer them for sale with the proceeds going to charity. (See P. 24)

MAKE TV YOUR CONTEST MEDIUM

Hold a television promotion in which youngsters are invited to send in "their" drawing of BAMBI. The drawings should be a simple pencil or pen sketch of Bambi. All youngsters like to draw and this would undoubtedly add considerably to the value of the promotion. You can use the coloring contest (P. 17) as the basis for the drawings.

The entry, with the youngster's name and age, would be mailed to "Bambi" Contest in care of television station. At the end of the contest period, the station would hold a drawing from among all entries received and some future artist or artists would receive a prize or prizes.

In order to spur the youngsters (with aid of parents) to greater effort, there should be two categories: One prize strictly on the lucky drawing and the other on the actual merit of the sketch itself. And finally, there should be at least two age groups; 4 to 7 years of age and 8 to 12 years of age.

Your best vehicle for this promotion is a single popular children's TV program, as opposed to a station-wide effort.

It's simple, easy and everyone qualifies.

PET SHOP TIE-IN

"Bambi" is a natural for tie-ins with pet shops. Service the shops with window cards and stills, especially those of Thumper, Flower and the birds (and any other popular selling animals).

THUMPER JUMPER CONTEST

You've heard of Mark Twain's celebrated leaping frog of Calaveras County. Now make way for the champion Thumper Jumper of your area. Publicize your rabbit jumping contest at least two weeks in advance so youngsters can start training their pet rabbits. Offer a good assortment of prizes to make it all worth the effort.

SKATING RINK TIE-IN

A built-in tie-in with skating rinks. Provide them with the highly amusing still of Bambi learning to ice skate with Thumper. Caption it with: "AND YOU THINK YOU'VE GOT PROBLEMS!" and display it near the refreshment stand or equipment rental shop.

MATCH THE PICTURE

Have the pictures of Bambi, Flower and Thumper printed in the local paper. Offer prizes to the person(s) sending in a snapshot of a live animal in the situation or position similar to that of the cartoon character. Example: match the shot of Bambi looking at the butterfly on his tail, Flower sniffing the Daisys, and/or Thumper becoming "twitterpated" by the charms of his girlfriend.

Bring The Fun And Laughter Right Into Your Lobby

WITH THESE COLORFUL FLAGS AND BANNERS IN DELUXE FLUORESCENT SATIN!



THREE COLOR
USHER'S BADGES.

Let your staff herald this wonderful motion picture with these badges. Priced at 50 cents each.



3-PIECE STREAMER. An attractive 17' banner, priced at \$21.50 each.



SECTIONAL VALANCE. \$2.15 per running foot. Minimum order—10 feet.



AUTO BUMPER BANNER: \$1.00 each. (Minimum order—15 pieces). Free theatre imprint.



Manufactured by
NATIONAL FLAG
COMPANY
43 West 21st Street
New York 10, N. Y.
In U.S.A. also order from
your nearest
NATIONAL SCREEN
SERVICE office
In Canada order from
CONSOLIDATED THEATRE
SERVICES
120 Wellington St. W
Toronto, Ontario
Canada

NABISCO DOUBLE-APPEAL OFFER

A WALT DISNEY'S **Bambi** PUPPET SHOW!

RICE HONEYS BOX BECOMES A TICKET OFFICE

WHEAT HONEYS BOX BECOMES A STAGE

4 MILLION BOXES INITIAL DISTRIBUTION

THE OFFER

In each box of Wheat Honeys and Rice Honeys there is an easy-to-make full-color puppet of one of the characters from Walt Disney's Bambi—Flower the Skunk, Owl, Stag, Thumper the Rabbit, and Bambi himself. In addition, the Wheat Honeys box becomes a ticket office, and the Rice Honeys box becomes a stage. Both boxes have cut-out admission tickets, instructions, and a "Story of Bambi."

Each box gives many impressions—on the shelf, on the breakfast table, and among the youngsters when they work, play and trade with these exciting premiums.

YOUR CONTACT

is listed below. Work with him in setting up your local campaign effort.

BACKED BY \$250,000

IN NATIONAL ADVERTISING

TELEVISION—Nabisco has prepared a 60-second television spot incorporating art and scenes from Walt Disney's "Bambi," with strong motion picture credits. TV spots will be programmed in 41 major markets nationally for a 10-week period scheduled to coincide with the national release of "Bambi." Millions of youngsters will see the big Bambi puppet show offer on Sky King and Magilla Gorilla Show. SHELF TALKERS—A variety of eye catching shelf talkers will be displayed in thousands of supermarkets across the country heralding the Nabisco offer and the Walt Disney motion picture.

NATIONAL BISCUIT COMPANY—SPECIAL PRODUCTS DIVISION

EASTERN REGION			E. P. Wehs** (Ed)	589 Altoona Trust Bldg. Altoona, Pa. 16601	814-WI 2-5006	G. H. Bailey** (George)	70 W. Sixth Ave. Suite 119 Denver, Colo. 90204	303-244-2528	
G. J. Coleman* (Gerry)	70 Chestnut Ridge Rd. Montvale, N. J. 07645	201-391-4300	SOUTHERN REGION	1488 Langston Ave., S.W. Atlanta, Ga. 30310	404-PL 8-6680	Richard L. Marshall†	5425 47th Street Lubbock, Texas 79414	314-FL 1-0800	
S. W. Harrison** (Steve)	70 Chestnut Ridge Rd. Montvale, N. J. 07645	201-391-4300		308 Tampa Street Suite 271 Tampa, Fla. 33602	813-220-2245	W. L. Berlemann** (Berle)	4400 S. Kingshighway St. Louis, Mo. 63109		
Mario D. Defazio†	100 Lakeview Terrace Ramsey, N. J.			1488 Langston Ave., S.W. Atlanta, Ga. 30310	404-PL 8-6680	Loyd J. Reding†	795 Hazel Valley Dr. Hazelwood, Mo. 63042		
W. P. Lewis** (Bill)	12 Main Street Room 14 Natick, Mass. 01760	617-OL 3-7411		1630 Line St., Apt. 4 Decatur, Georgia 30030		C. J. Volkenant** (Clem)	3839 Merle Hay Rd. Des Moines, Iowa 50310		515-276-5389
R. J. Peterson†	78 Harold Parker Road Andover, Mass. 01810			Herbert H. Strickland†		G. V. Lins** (Gordon)	5805 Nall Ave. P.O. Box 1365 Mission, Kansas 66222		913 RA 2-1717
L. Bartel** (Leo)	12 Main Street Room 14 Natick, Mass. 01760	617-OL 3-7411	R. E. Phillips** (Bob)	3340 Poplar Ave. Room 133 Memphis, Tenn. 38111	901-GL 8-6771	L. Winans** (Luther)	25 Broad St. Houston, Texas 77002	713-MI 5-1390	
L. G. Sullivan** (Leo)	70 Chestnut Ridge Rd. Montvale, N. J. 07645	201-391-4300	T. R. Plymale** (Tom)	361 Reserve Ave Box 930 Roanoke, Va. 24005	703-DI 4-1116	J. G. McKnight** (Jack)	1210 Old Gate Lane Dallas, Texas 75218	214-DA 7-3759	
W. L. Snow** (Bill)	885 Flatbush Ave Brooklyn, N. Y. 11226	212-IN 9-3935	CENTRAL REGION			Cam L. Jolly†	6029 Clover Ridge Houston, Texas 77021	214-DA 7-3759	
Vincent R. Iannelli†	25 South Violet Street Bethpage, L. I., N. Y. 11714		A. G. Bomely* (Al)	4104 N. Harlem Ave. Chicago, Ill. 60634	312-GL 3-5371	Joseph T. Williams†	5005 No. Independence Oklahoma City, Okla. 73112		
ATLANTIC REGION			A. E. Bishop** (Roy)	107 N. Addison Road Addison, Ill. 60101	312-279-7600	PACIFIC REGION			
D. W. Woodbury* (Dave)	The Benson Jenkintown, Pa. 19046	215-WA 7-4155	P. E. Flory** (Paul)	2067 Beechmont Ave. Cincinnati, Ohio 45230	513-BE 1-3971	T. P. Lake* (Ted)	1267 — 14th St. Oakland, Calif. 94623	415-452-0078	
D. V. Brown** (Dave)	Lusk Building 929 Park Ave. Pittsburgh, Pa. 15234	412-LO 1-7071	Charles E. Boebinger†	1494 Verdale Cincinnati, Ohio 45230		J. V. Bystrom** (John)	2500 W. Orangethorpe Ave. Suite C Fullerton, Calif. 92633	714-879-6520	
W. C. English** (Warren)	243 Urban St. Buffalo, N. Y. 14205	716-TX 4-3636	R. L. Peters** (Dick)	4826 W. Forest Home Ave. Milwaukee, Wisc. 53219	414-EV 3-7735	Philip N. Baker†	221 Lurelane St. Rialto, California 92376		
W. E. Dehn** (Bill)	7120 Southfield Ave. Room 5 Cleveland, Ohio 44109	216-661-6162	H. C. Phillips** (Coleman)	3599 S. East St. Indianapolis, Ind. 46227	317-ST 4-3563	Bruce I. Berk†	18931 Labrador St. Northridge, Calif. 91324		
J. A. Guinan** (Joe)	The Benson Jenkintown, Pa. 19046	215-WA 7-4155	M. E. Horniman** (Max)	25716 Schoolcraft Rd. Detroit, Mich. 48239	313-376-4303	Paul F. Gerdt†	10502 Bloomfield St. North Hollywood, Calif. 91602		
Richard E. Gardner†	433 West Monument Ave. Hatboro, Pa. 19040		Charles S. Morse†	1918 Rockcreek Lane Flint, Michigan 48507		Barry C. Meikle†	12583 Rosedale Dr. #C Colton, Calif. 92324		
James M. McCoy†	2459 — 77th Avenue Philadelphia, Pa. 19150		B. Weld** (Bob)	730 Stinson Blvd. Minneapolis, Minn. 55413	612-331-4321	H. A. Messick** (Howard)	49 S. E. Clay St. Portland, Ore. 97214	503-BE 5-8305	
B. F. Stevens** (Bernie)	111 W. Susquehana Ave. Towson, Md. 21204	301-823-205	WESTERN REGION			R. A. Peterson** (Russ)	1267 14th St. Oakland, Calif. 94623	415-452-0078	
Richard M. Roach†	8202 Woodside Court Baltimore, Maryland 21234		C. H. Reed* (Charlie)	440 S. Kingshighway St. Louis, Mo. 63109	314-FL 1-0800	Dean S. Ender†	4035 Francisco Street Pleasanton, California		

*Regional Sales Manager

**District Sales Manager

†Account Representative

NATIONAL POTATO CHIP PROMOTION

An Exciting Premium! A Special Offer!

Each regional manufacturer has set an advertising campaign that will include television, radio, newspapers and billboards. The campaigns are timed for the pre-Easter period to coincide with the broad Easter release of the motion picture.

Millions of snack and potato chip packages will carry information about a special offer, and each will contain, as an impact premium, color transfers of the cartoon characters from the motion picture.

By mailing in \$1 and proof of purchase,

the purchaser of a package of potato chips will receive an album of recorded **BAMBI** music.

There will be large in-store displays and special point of sale displays heralding the motion picture and the special album offer.



A real eye-stopper, topped by Bambi, in thousands of supermarkets.

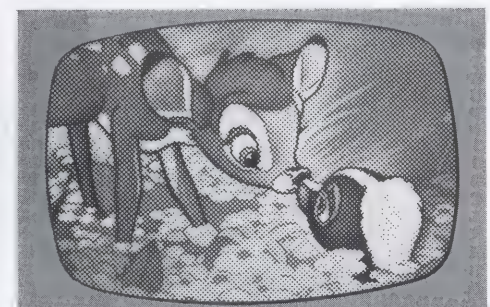
7,500 DISPLAYS
15,000 POSTERS
55,000 SHELF TALKERS

AVAILABLE TO
THEATRES



The Package

The Impact Premium



TV SPOTS
USING FOOTAGE
FROM THE
MOTION PICTURE

The Offer
A BAMBI
MUSIC ALBUM
\$1



5,000,000 PREMIUMS
Full-color iron-on transfers of the
beloved Walt Disney characters.
AVAILABLE TO THEATRES

John E. Cain Company • Mr. Curtis Kehew, 678 Massachusetts Ave., Cambridge, Mass.

Mr. Charles Vose, District Manager • Maine, New Hampshire, Vermont
124 Bonny Brier Road, South Portland, Maine

Mr. Francis J. Loftus, District Manager • Connecticut, Western Mass.
845 Homestead Avenue, Holyoke, Massachusetts

Mr. Paul Gastonguay, District Manager • Rhode Island, Eastern Mass.
20 Dudley Street, Medford, Massachusetts

Mr. James Legg, District Manager • Greater Boston
25 Highland Street, Redding, Massachusetts

Cain's Marcelle Potato Chip Company, Inc. • Mr. Terry de Wood, 3224 South St., Toledo, Ohio

Golden Flake, Inc. • Mr. Halsey Townes, 110 South 6th Street, Birmingham, Alabama

Mr. John Stein
Box 923
Nashville, Tennessee
Mr. Frank Lamon
4044 Chapman Highway
Knoxville, Tenn.

Mr. Louis Butler
P.O. Box 2192
Birmingham, Alabama
Mr. Tommy Craig
P.O. Box 2192
Birmingham, Alabama

Mr. Jimmy Sanders
35000 Government Blvd.
Mobile, Alabama
Mr. Marion Miller
P.O. Box 138
Montgomery, Ala.

Clover Club Foods Company • Mr. Ron McCormick, Box 228, Kaysville, Utah

Mr. Bill Wilson
220 S. Avenue "A"
Boise, Idaho

Mr. Howard Larkins
1013 North 22nd Avenue
Phoenix, Arizona

Mr. Ben Anderson
6761 E. Opatas Street
Tucson, Arizona

Mr. Robert Johnson
1105 Franklin Avenue
Las Vegas, Nevada

Mr. Farlin Murri
721 Dale Road
El Paso, Texas

Mr. Dick Reust
8916 Candelaria, N. E.
Albuquerque, New Mexico

Mr. Lee Bone
1029 — 9th Avenue
Helena, Montana

Mr. Nilo Jeppson
2626 — 8th Avenue
Greeley, Colorado

Mr. Rod Alvey
1600 Hoyt Street
Denver, Colorado

The Dan Dee Pretzel & Potato Chip Co. • Mr. Charles Pike, 2901 E. 65th Street, Cleveland, Ohio

Kitty Clover Potato Chip Company of Kansas • Mr. Tom Crahan & Mr. Dean Stovey, 2914 S. Spruce, Wichita, Kansas

Mr. Carl Grier
120 Northwest 5th Avenue
Oklahoma City, Okla.

Mr. Raymond Dockery
Topeka, Kansas

Mr. Richard Patterson
Tulsa, Oklahoma

Kitty Clover Potato Chip Company of Missouri • Robert Lippold, 4320 Clary Blvd., Kansas City, Mo.

Morton Foods • Mr. James A. Mullin, 6333 Denton Drive, Dallas, Texas

Mr. Sam Epstein
3524 Broadway, S. E.
Albuquerque, New Mexico

Mr. Felix McDaniel
4707 Fred Wilson Road
El Paso, Texas

Mr. Dale Carson
P.O. Box 12356
3900 North Harvard
Oklahoma City, Okla.

Mr. Ray Phillips
509 South Arthur
Amarillo, Texas

Mr. Fred Hogan
2100 North Main Street
Ft. Worth, Texas

Mr. Don Perkins
6650 East 44th
Tulsa, Okla.

Mr. Tommy Murray
4421 Highway 44
Corpus Christi, Texas

Mr. Jerry Pope
2932 Delafield
Houston, Texas

Mr. David Thacker
Airport Industrial Park Area, Box 5
San Antonio, Texas

Mr. John Maloney
P.O. Box 109 — 402 34th St.
Lubbock, Texas

Nalley's, Inc. • Mr. Ken Kihlman, Sales Manager — Mr. Ernie Lease, District Manager
3303 S. 35th Street, Tacoma, Wash.

Mr. Dick Oliver, District Manager
3201 — 4th Avenue, Seattle, Wash.

Mr. Bob Hanson, District Manager
451 Charles Street, Billings, Mont.

Mr. Earl Brammer, District Manager
P.O. Box 2543 Terminal Annex, Spokane, Wash.

Superior Potato Chips, Inc. • Mr. Joseph Mossók, Mr. Phil Hakim, Mr. Leonard Ramey, 14245 Birwood Avenue, Detroit, Michigan

T. K. Snacks, Inc. • Mr. Jerry Woodall, 2450 Silver Star Road, Orlando, Florida



A NATIONWIDE **Bambi** SEWING CIRCLE!

THIS FULL-PAGE, FULL-COLOR OFFER

WILL REACH **7,500,000** HOMEMAKERS!

The March issue of Family Circle will bring Walt Disney's BAMBI into millions of homes and millions of families. The family audience is the BAMBI audience! Multiply the impact of this promotion by making it part of your local campaign. See the exploitation pages of this pressbook for suggestions.

THESE BAMBI KITS, and others offered by Family Circle, are also on sale at retail stores at the same prices listed in the magazine. For information contact:

Mr. Al Rosenthal
Paragon Art & Linen Co.
367 Southern Blvd.
Bronx, New York
Phone: (212) LU 5-2881

Family Circle, Dept. 921, Box 1379, New York, New York 10017
Grand Central Station, New York, New York 10017

Please allow at least 3 weeks for delivery

PLEASE PRINT I enclose (total amount) \$ _____

Name _____

Address _____ State _____ ZIP Code _____

City _____

Amounts of \$5 or more should be sent by check or money order.
Items shipped to Canada are subject to Canadian tariffs.

Quantity	Item	Total price
	Crib quilt kit(s) at \$8	\$ _____
	Pair of matching bibs kit(s) (not shown) at \$1.50	\$ _____
	Pillow kit(s) at \$1.80	\$ _____
	Pajama bag kit(s) at \$3	\$ _____

Bambi crib quilt (40"x60"), \$8

Bambi pillow (12"x12"), \$1.80

Flower pajama bag (20"), \$3

EXCLUSIVE:
Needlework kits in new Disney designs for Baby

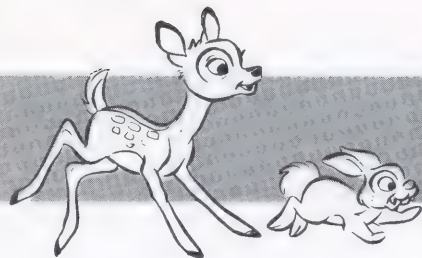
LITTLE ONES will delight in these fanciful sleepytime treats that make enchanting nursery gift ideas for birthdays and baby showers. The characters are Bambi and his friends, inspired by Walt Disney's motion picture "Bambi." Kits for quilt, bibs (not shown), and pillow contain washable, bound, prequilted white percale and colorfast embroidery threads; pajama bag is made of felt and calico. These easy-to-sew kits include directions and all materials except the stuffing

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FAMILY CIRCLE



BAMBI and his "twitterpated" friends, Flower, Thumper and all the rest, appear on these sewing products to charm and delight millions of mothers and children. Crib quilt kit is \$8, pair of matching bibs (shown at left) is \$1.50, pillow kit is \$1.80 and pajama bag kit is \$3. Ensemble is made up of Kits No. 0522.



MERCHANDISE



COMPLETE LISTING OF 'BAMBI' LICENSEES

TOYS, GAMES AND PLAYTHINGS

Manufacturer	Address	Product
*Benay Albee Novelty Co.	52-01 Flushing Ave., Maspeth, N. Y.	Novelty hats
*Colorforms	Norwood, New Jersey	Vinyl stick-on activity sets
*Disneyland Record Co.	800 Sonora Ave., Glendale, Calif. (477 Madison Ave., N. Y.)	Records, albums, record readers, storytellers
*Gold Key Comics	850 Third Ave., New York, N. Y.	Comic books
*Golden Press	850 Third Ave., New York, N. Y.	Golden books
*Gund Manufacturing Co.	200 Fifth Ave., New York, N. Y.	Stuffed toys
*Hassenfeld Brothers, Inc.	P.O. Box 1059, Pawtucket, R. I.	Paint and frame sets, 3-D pencil craft
*Ideal Toy Corp.	184-10 Jamaica Ave., Hollis, N. Y. (200 Fifth Ave., N. Y.)	Inflatable toy figures
*Kenner Products Co. (Bromo-Mint Co. Inc.)	912 Sycamore St., Cincinnati, Ohio	Mobiles
*Tru-View (Div. of Sawyer's Inc.)	P.O. Box 490, Portland, Oregon	3-D film cards, viewers
*View-Master (Div. of Sawyer's Inc.)	P.O. Box 490, Portland, Oregon	3-D color reels/viewers
*Whitman Publishing Co.	Racine, Wisconsin (850 Third Ave., N. Y.)	Books, games, cut-outs, sticker fun, frame tray puzzles, activity sets

HOUSEWARES, STATIONERY AND MISCELLANEOUS

*Bassett Mirror Co., Inc.	Bassett, Virginia	Framed character mirrors
*Cohn-Hall-Marx Co.	1407 Broadway, New York, N. Y.	"Con-Tact" (vinyl wall covering)
Colgate-Palmolive Co.	300 Park Ave., New York, N. Y.	"Soaky" liquid bath soap
*Dexter Manufacturing Co.	100 Stewart St., Providence, R. I.	Charm bracelets, necklaces, pins
*Dolly Toy Co.	320 North Fourth St., Tipp City, Ohio	Die-cut wall plaques
*E. P. I. C. Inc.	4th St. at Gerard Ave., Philadelphia, Pa.	Framed needlecraft pictures
*Milo Products, Inc.	49 Junius St., Brooklyn 12, N. Y.	Plastic coloring table cloths
*Murray Hill Products Inc.	605 Third Ave., New York, N. Y.	Sewing Kits (as seen in Family Circle Magazine)
*Standard Household Products, Inc.	51 Garfield St., Holyoke, Mass.	"Scuffy" shoe polish

WEARING APPAREL AND SOFT GOODS

*Empire Shield Co. Inc.	67 — 34th St., Brooklyn, N. Y.	Infants stretch sleep and play garments, stretch tights
*Fun Frills Inc.	29 West 36th St., New York, N. Y.	Girl's shifts
*Glenco Infants Items Inc.	21 Omaha St., Dumont, N. J.	Plastic-lined terry bibs, syntillon-terry bibs
*Little Falls Felt Shoe Co.	St. Johnsville, New York	Children's decorated slippers
*Valtex Fabrics, Inc.	249 West 39th St., New York, N. Y.	Cut and sew apron and doll
Wells Lamont Corp.	6640 W. Touhy Ave., Chicago, Illinois	Children's gloves, knitted mittens

*These products are illustrated in this pressbook

GUND MANUFACTURING CO.

Stuffed Toys



CONTACT:

Arthur Keller
GUND MFG. Co.
200 Fifth Ave.
N. Y., N. Y. 10010

Every child will want a stuffed toy for his own. As adorable as he is on the screen, Gund's Bambi stands 13 inches high and is made of tan and brown plush. #WD 722. Sug. Ret. \$5.

BENAY ALBEE NOVELTY CO.

Hats



From Benay-Albee comes this distinctive Bambi hat in assorted colors. Sug. Ret. \$1.

CONTACT:

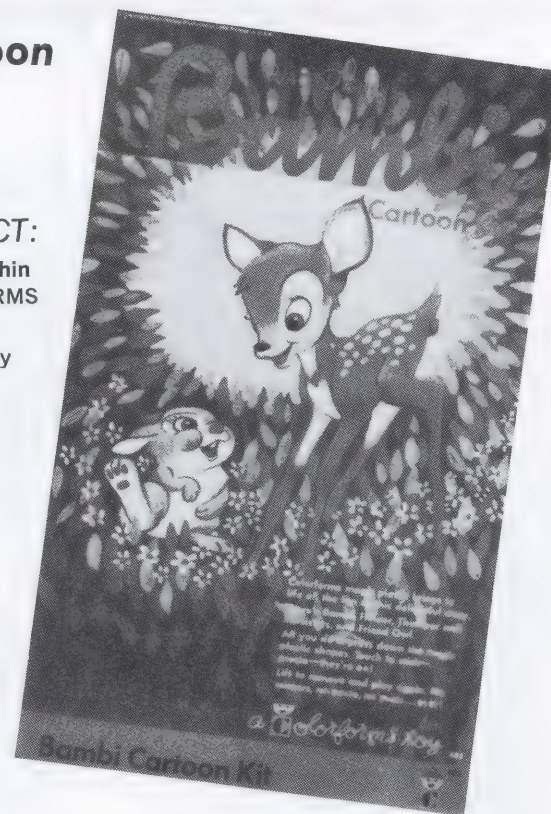
Tom Slater
BENAY-ALBEE NOVELTY CO.
25-01 Flushing Ave.
Maspeth, N. Y.

COLORFORMS

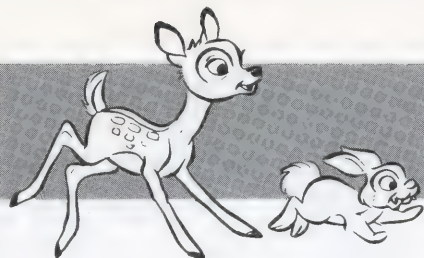
Cartoon Kits

CONTACT:

Herb Torchin
COLORFORMS
Norwood,
New Jersey



Colorforms magic plastic brings to life all the fun of Bambi's story. There's Bambi, Flower, Thumper and his sisters and wise Owl. The figures are pressed down and they stick, lift to remove and play again. Sug. Ret. \$1.



MERCHANDISE



DOLLY TOY CO.

Pin-Ups

Brighten any child's room with these colorful die-cut laminated board cut-outs from Dolly Toy Co. Sug. Ret. \$2.98.



CONTACT:

Carl Moser
DOLLY TOY CO.
320 N. Fourth St.
Tipp City, Ohio

DEXTER MANUFACTURING CO., INC.



Jewelry

Pictured:

Charm Bracelet.

Sug. Ret. \$1.

Not Pictured:

Necklace, Sug. Ret. \$1.

Pin, Sug. Ret. \$1.

CONTACT:

Richard Steimle
DEXTER
MANUFACTURING CO., INC.
100 Stewart St.
Providence 3, R. I.

E.P.I.C. INC.

Framed Needlecraft



Bambi, Thumper and Flower are brightly brought to life in these framed needlecraft pictures. The characters are embroidered on a neutral background and framed in white. The intricate stitching gives each picture a 3-dimensional look. Size 5 x 7 inches. Suggested Retail 99¢.



MILO PRODUCTS, INC.



Table Cloths

Plastic coloring table cloths with drawings of all the favorite Disney characters, including Bambi and his friends. Each is packaged with crayons and magic wipe-off cloth. Size 49 x 40 inches. Sug. Ret. \$1.

CONTACT:

Martin Lawrence
MILO PRODUCTS, INC.
49 Junius St.
Brooklyn 12, N. Y.

HASSENFELD BROS., INC.

Crafts

Artistic talents come to light with these attractive easy to do paint and pencil kits.

Bambi 3-D Pencil Craft
Sug. Ret. \$1.

Bambi Paint and Frame Set
Sug. Ret. \$1.



CONTACT:

Sidney Brandeis
HASSENFELD
BROS., INC.
P.O. Box 1059
Pawtucket, R. I.

STANDARD HOUSEHOLD PRODUCTS, INC.

Shoe Polish

Bambi Baby Shoe White is a "Scuffy" shoe polish. The non-toxic polish, developed especially for baby's shoes, can be used by the whole family.

Sug. Ret. 29¢

CONTACT:

Robert F. Ferria
STANDARD
HOUSEHOLD PRODUCTS, INC.
51 Garfield Street
Holyoke, Mass.





MERCHANDISE



IDEAL TOY CORP.

Inflatables

Lovable Thumper springs to life as a perky inflatable. Holding a bouquet of colorful flowers, he stands 25 inches high. Available in a three piece assortment, colors: green, yellow and blue. #5059-1. Sug. Ret. \$1.98 each.



CONTACT:

Leon West, IDEAL TOY CORP., 200 Fifth Avenue, New York, N. Y. 10010

BASSETT MIRROR CO., INC.

Juvenile Mirrors

Colorful three-dimensional figures of Bambi, Thumper, Flower and other characters in a forest setting framing a mirror. #WD-4. Sug. Ret. \$19.95.



CONTACT:

S. W. Morten
BASSETT MIRROR CO., INC.
Bassett, Virginia 24055

KENNER PRODUCTS CO.

Mobiles

Eight Walt Disney characters, including Bambi, Thumper and Flower, in sturdy mobile form can be fastened on baby's crib or playpen. The figures are made of washable vinyl plastic stuffed with sponge rubber. Sug. Ret. \$4.49.



CONTACT:

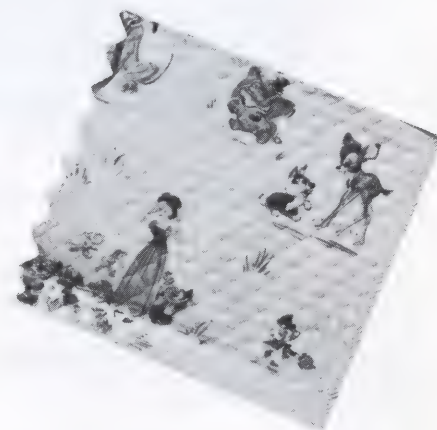
Joseph Steiner
KENNER PRODUCTS CO.
912 Sycamore St., Cincinnati 2, Ohio

COHN-HALL-MARX CO., INC.

Wall Coverings

Bambi and Thumper join other Disney favorites on rolls of "Contact" wall coverings. The figures are printed on a quilted vinyl, adhesive backed, 18-inch wide roll. The other characters include Dumbo, Snow White and the Seven Dwarfs, Mickey Mouse, Peter Pan, Donald Duck and many others.

Sug. Ret. 98¢ per yard.



CONTACT:

Dave Silman
COHN-HALL-MARX CO., INC.
1407 Broadway
New York, N. Y.

VIEW-MASTER



Stereo Pictures

The story of Bambi is told with 3-Dimensional pictures from View-Master. Each Packet contains three reels; a total of 21 colorful pictures. Also included is a 16-page illustrated story booklet. #B400.

Sug. Ret. \$1.25.

CONTACT:

Ray Addeo
VIEW-MASTER DIVISION
SAWYER'S INC.
3500 N. Kostner Ave.
Chicago, Illinois

TRU-VUE

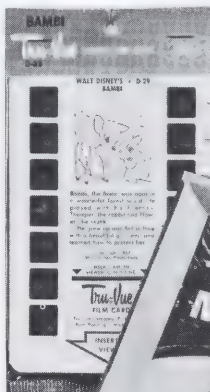
Picture Toys

Bambi's story comes to life on Tru-Vue film cards. The Tru-Vue projector and Stereo Viewer sets include a selection of Walt Disney favorites.

Pictured:

Sug. Ret.

Film Stereo	
Picture Set	\$ 2.00
Stereo Picture Cards	\$.39
Project-A-Pix	\$12.95



Not Pictured:

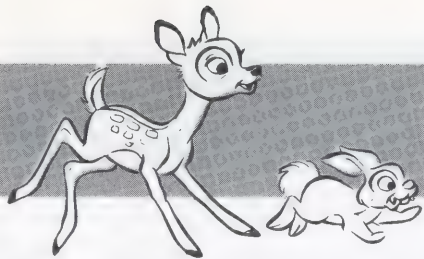
Sug. Ret.

Magic Eyes	\$1.00
Deluxe Stereo Viewer with Automatic Picture Changer	\$2.00
Book and Stereo Picture Set	\$3.00
Project-A-Pix Story Sets	\$1.95



CONTACT:

Jack Gell
TRUE-VUE DIVISION
SAWYER'S INC.
3500 N. Kostner Ave.
Chicago, Illinois



MERCHANDISE



EMPIRE SHIELD CO. INC.

FUN FRILLS INC.



Infant's Garments

Pictured:
Infant's stretch sleep and play garments. In assorted pastel colors. Sug. Ret. \$1.98.

Not Pictured:
Infant's stretch tights. In assorted pastel colors. Sug. Ret. \$1.

CONTACT:
Donald Buttermann, Jr.
EMPIRE SHIELD CO., INC.
67 34th St.
Brooklyn, N. Y.

Smocks

Captivating smocks for young girls. A vivid multi-color Bambi motif, bright pink trim and matching pants. Sizes 1 to 3 and 4 to 6x.

Sug. Ret. \$1.98.

CONTACT:
Bernard Brosk
FUN FRILLS INC.
29 W. 36th St.
New York, N. Y.



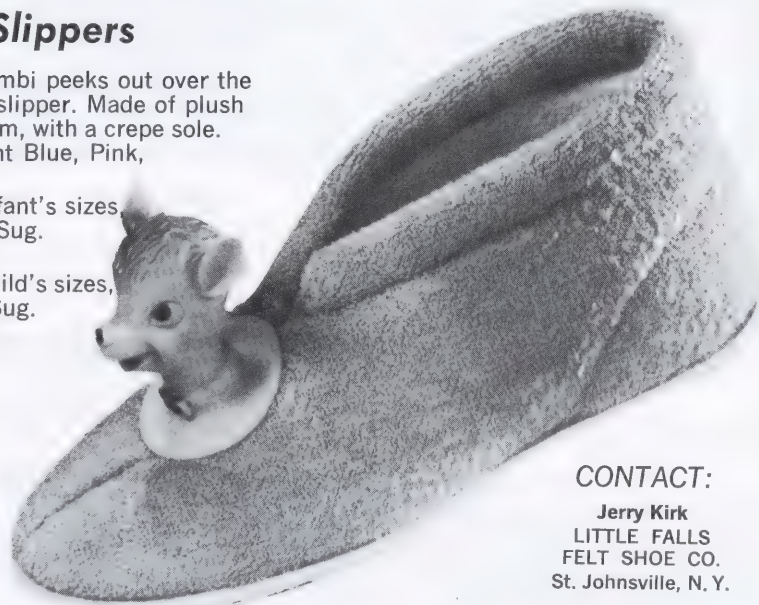
LITTLE FALLS FELT SHOE CO.

Slippers

A perky Bambi peeks out over the top of this slipper. Made of plush terry on foam, with a crepe sole. Colors: Light Blue, Pink, Yellow.

#82603 Infant's sizes 5 to 8 full. Sug. Ret. \$1.80.

#82613 Child's sizes, 9 to 3 full. Sug. Ret. \$2.25.



CONTACT:
Jerry Kirk
LITTLE FALLS
FELT SHOE CO.
St. Johnsville, N. Y.

VALTEX FABRICS INC.



CONTACT:
James M. Finkelman
VALTEX FABRICS INC.
249 W. 39th St.
New York, N. Y.

For the handy do-it-yourselfer, a delightful cut-and-sew Bambi apron and matching Thumper stuffed doll. Sug. Ret. 59¢, set.

GLENCO INFANTS ITEMS, INC.

Aprons and Bibs

Pictured:

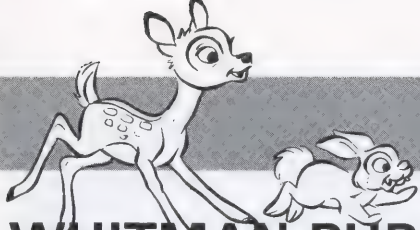
	Sug. Ret.
A. #AP-2 Plastic cobbler apron with hanger.	79¢
B. #S-250 Large plastic-terry bib with hanger.	59¢
C. #S-150 Plastic-terry tailored Bib with hanger.	59¢

Not Pictured:

640-D Large plastic-terry bib with hanger.	69¢
140-D Small plastic-terry bib with hanger.	39¢



CONTACT:
Michael Taranto
GLENCO INFANT ITEMS, INC.
21 Omaha Street
Dumont, New Jersey



PUBLICATIONS



WHITMAN PUBLISHING CO.

There are hours of fun and games with Whitman's line of activity books and kits. A complete assortment of the merchandise is available in an attractive floor display. It stands 60 inches high and is topped by a colorful Bambi header. Assortment #7120.

Pictured:	Sug. Ret.
Flocked Press Out Book	29¢
Coloring Book	29¢
Sticker Fun Book	59¢

Not Pictured:	
Flocked Picture Book	29¢
Magic Slate	29¢
Frame-Tray Puzzle	29¢
Play Fun Box	\$1

CONTACT:

Helen Walsh
WHITMAN PUBLISHING CO.
200 Fifth Avenue, New York, N. Y.

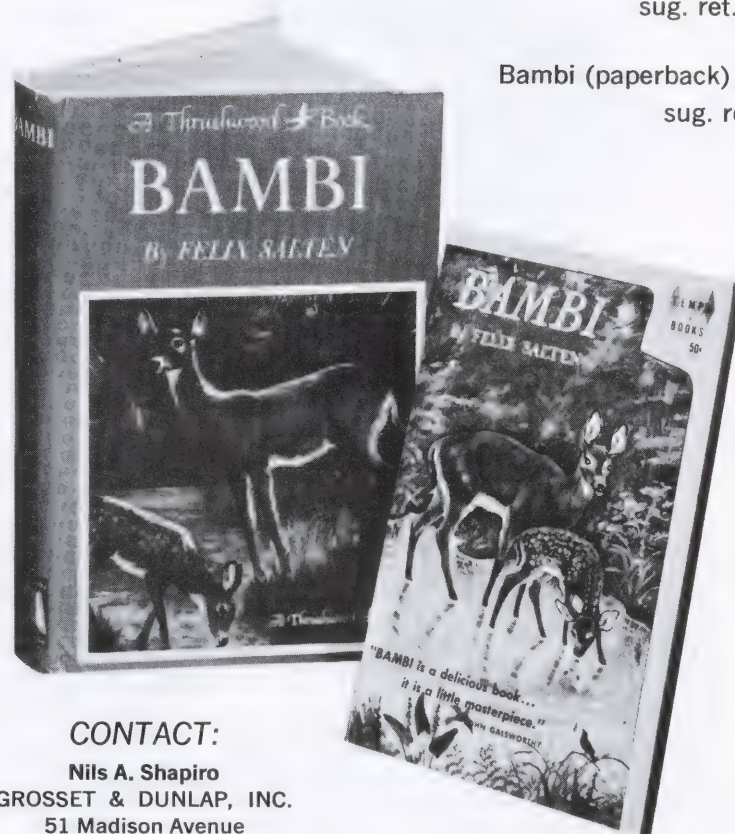


GROSSET & DUNLAP, INC.

The original story of Bambi by Felix Salten in hard cover and paperback editions.

Bambi (hardcover)
sug. ret. \$1.95

Bambi (paperback)
sug. ret. 50¢



CONTACT:

Nils A. Shapiro
GROSSET & DUNLAP, INC.
51 Madison Avenue
New York, N. Y. 10010

GOLDEN PRESS INC.

Big Golden Book
Sug. Ret. \$1
BAMBI (illustrated)

Little Golden Books
Sug. Ret. 29¢
BAMBI
THUMPER

Golden Shape Book
Sug. Ret. 29¢
THE BAMBI BOOK

CONTACT:

Bruno Quison
GOLDEN PRESS INC.
850 Third Avenue
New York, N. Y. 10022

Also available from local news wholesalers throughout the U. S.



GOLD KEY COMICS



Bambi's exciting adventures in comic form. The colorfully illustrated book is part of the Gold Key Classic series.

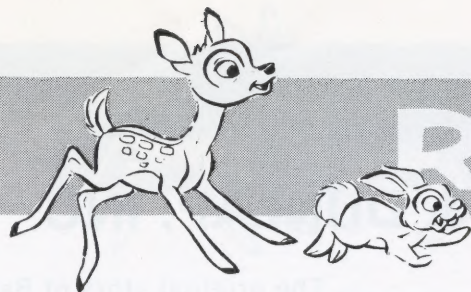
Sug. Ret. 12¢.

CONTACT:

Paul Lilly
GOLD KEY COMICS
850 Third Avenue
New York, N. Y. 10022

KING FEATURES SYNDICATE

Bambi and his friends were featured in King Features Syndicate comic strip this Christmas. "Bambi's Christmas Adventure" reached 225 million readers daily and appeared in 74 newspapers in key cities throughout the United States.



RECORDED MUSIC



IMPORTANT!

Quantities of the albums and records shown in this pressbook may be obtained at promotional prices from your nearest Buena Vista Record distributor

BAMBI and THUMPER

LG 773

45 RPM

Suggested Retail 29c

This recording tells the enchanting story of Bambi as he takes his first halting steps and utters his first words with the aid of Thumper, his guide and mentor.



NEW! STORY OF BAMBI

with Songs from the Original Soundtrack of the Motion Picture

LLP 309

Suggested Retail \$1

33 1/3 RPM

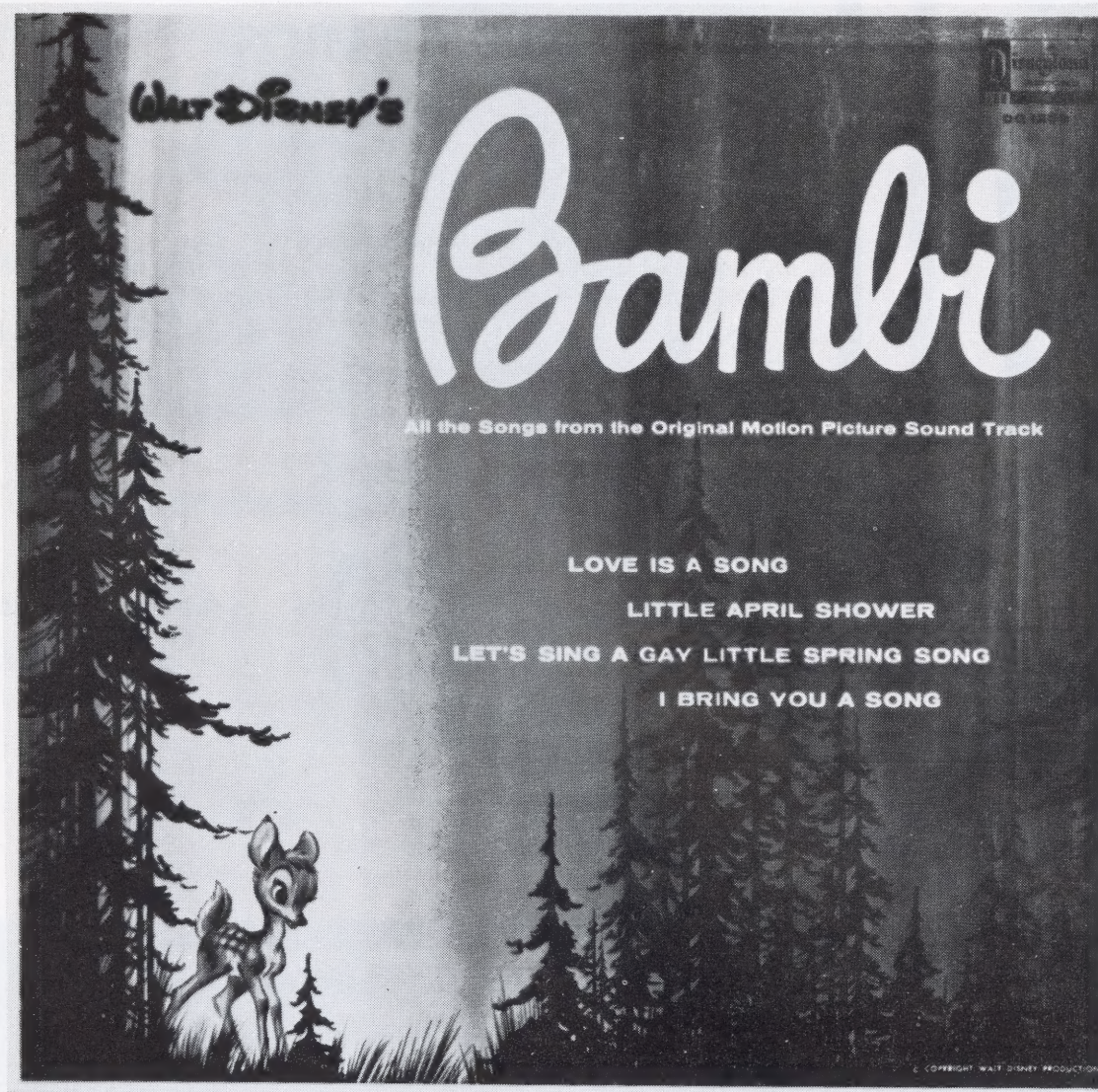
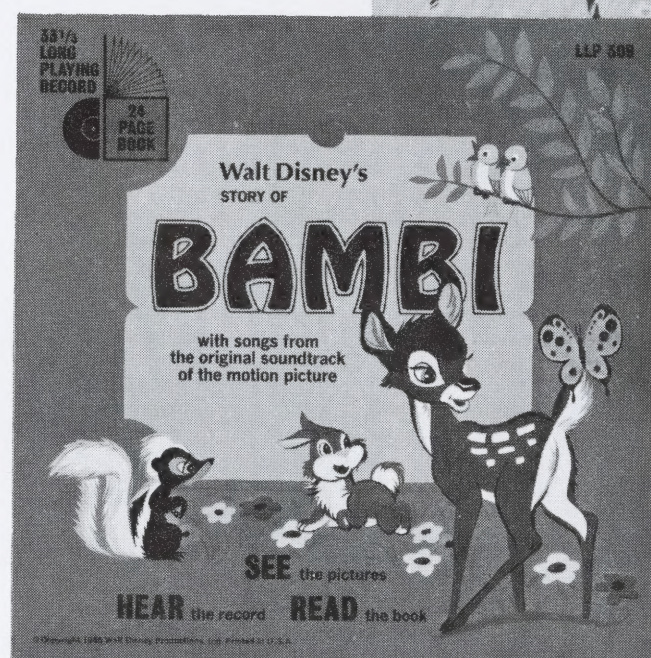
7 inch album

This combination 24-page full color book and long playing record includes the story of Bambi and two songs from the motion picture. One side of the record contains the text of the book, as read word for word by the Disneyland storyteller. The entire story is contained on one side of the record.

On the other side of the record are the songs. The lyrics are printed on the inside back cover of the book so that the child can read them and sing along.

SONGS:

Love Is a Song
Little April Shower



All the Songs from the Original Motion Picture Soundtrack

DQ 1203

33 1/3 RPM

Suggested Retail \$1.89

Side I

Side II

Main Title

Wintry Winds

Little April Shower

Let's Sing a Gay Little Spring Song

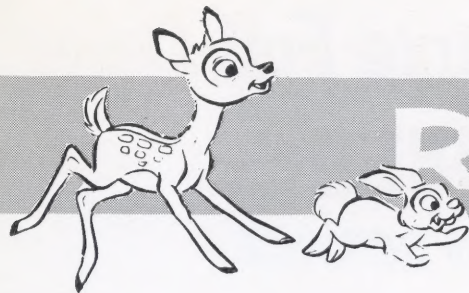
Gallop of the Stags

I Bring You a Song

Love Is a Song

Finale

The songs from "Bambi," as written by Larry Morey and Frank Churchill, the team that also composed the songs for Walt Disney's "Snow White and the Seven Dwarfs."



RECORDED MUSIC



STORYTELLER ALBUM

ST 3903

LP 33 $\frac{1}{3}$ RPM

Suggested Retail \$3.79

The complete story of "Bambi" is included in the 10-page, colorfully illustrated storyteller album.

The four beautiful songs included in the album are:

Love Is a Song

Little April Shower

Let's Sing a Gay Little Spring Song

I Bring You a Song



BUENA VISTA RECORD DISTRIBUTORS (Listed Alphabetically by City)

ATLANTA 13, GEORGIA
Dixie Distributing Co.
1235 Techwood Drive, N. W.
John Towles or Howard Ball
(*404 TRINITY 3-2081)

BALTIMORE 15, MARYLAND
Marshall-Mangold Dist. Co., Inc.
4805 Nelson Avenue
Manny Goldberg
(*301 542-7214)

BILLINGS, MONTANA
Billings Hardware Company
510 N. Broadway
Ralph Johnson or
Marion Massick
(*406 245-3066)

BOSTON 15, MASS.
Mutual Dist., Inc.
1241 Columbus Avenue
Frank Holland (*617 HI 2-5700)

BUFFALO 3, NEW YORK
Best Record Dist., Inc.
959 Main Street
Steve Brodie or Joe Pinter
(*716 TT 2-0427)

CHARLOTTE, N. C.
Mangold Record Dist.
2212 W. Morehead St.
Herb Wiseman (*704 ED 4-0866)

CHICAGO 14, ILLINOIS
Summit Distributors, Inc.
1345 Diversey Parkway
Jack White
(*312 BI 8-3621)

CINCINNATI, OHIO
Ohio Appliances, Inc.
7624 Reinhold Drive
Jerry Weiner
(*513 821-6414)

CLEVELAND 13, OHIO
Concord-Benart Distributing Co.
620 Frankfort Avenue
Art Freeman
(*216 MAin 1-4547)

DALLAS, TEXAS
B & K Phonograph Record
Distributing Co., Inc.
2512 Irving Blvd.
Bill Burton, Jim Pearson
(*214 ME 7-1920)

DENVER 1, COLORADO
Ward Terry & Co.
70 Rio Grande Blvd.
Robert K. Davis
(*303 AM 6-3181)

DETROIT, MICHIGAN
Cadet Distributing Co., Inc.
13380 Capital Avenue
Harry Levin or Al Truax
(*313 548-3171)

E. HARTFORD, CONNECTICUT
Seaboard Distributors, Inc.
275 Park Avenue
Marvin Ginsburg (*203 289-9369)

HONOLULU 17, HAWAII
Microphone Music Co.
605 Coral Street
Kenneth K. Kaizawa (502-188)

HOUSTON, TEXAS
B & K Phonograph Record
Distributing Co., Inc.
2512 Irving Blvd.
Dallas, Texas
(*214 ME 7-1920)

INDIANAPOLIS 25, INDIANA
Associated Distributors, Inc.
210 South Meridian Street
Louis Randle, Jr., Mrs. Midkiff,
Tom Whalen (*317 ME 4-2591)

LOS ANGELES 6, CALIFORNIA
Hart Distributors, Inc.
1845 S. Orchard Street
Norm Goodwin, Jerry Busic
(*213 RI 8-2281)

MADISON 5, WISCONSIN
Tell Music Distributors, Inc.
1017 Jonathan Drive
Rolf Voegelin (*608 257-4667)

MIAMI, FLORIDA
Campus Record Distributing, Inc.
6751 N.W. 37th Court
Miami, Florida
Joseph Stanzione
(*305 691-3140)

MIAMI BEACH 62, FLORIDA
Sandy Strohbach
301 190 Street
(*305 949-0434)

MINNEAPOLIS, MINN.
Heilicher Bros. Inc.
7600 Wayzata Blvd.
Gene Patch, Lu Dahle
(544-4201)

NASHVILLE, TENNESSEE
Southern Record Dist., Inc.
467 Chestnut Street
Howard Allison, James Green
(*615 254-1991)

NEW ORLEANS, LA.
Delta Record Dist. Co., Inc.
1023 Baronne St.
Ed Walker
(*504 525-7104)

NEWARK, NEW JERSEY
Laredy Record Dist. Co.
46 Green St.
Joe Fechner (*201 MARKET 3-5984)

NEW YORK 23, NEW YORK
Alpha Distributing Corp.
20 West End Avenue
Harry Apostoleris
(CI 5-7933)

OKLAHOMA CITY, OKLAHOMA
B & K Distributing Co.
129 N.W. 23rd St.
Cliff Keeton (*405 JA 5-7509)

PHILADELPHIA 7, PA.
Chips Distributing Co.
2750 North Broad Street
Al Rosenthal or Ernie Santone
(*215 PO 9-5000)

PHOENIX, ARIZONA
Arizona Sundries
2949 North 30th Avenue
George Souvall
(*602 272-2363)

PITTSBURGH, PENNA.
Seaway Distributors, Inc.
3142 Prospect Avenue
Cleveland, Ohio
John Cohen or Sam Davis
(*216 EX 1-7300)

SALT LAKE CITY, UTAH
Billinis Distributing Co.
3575 South 700 West
John Billinis
(*801 266-3548 or 266-3549)

SAN ANTONIO, TEXAS
Perry Shankle Co.
1801 S. Flores
Jesse Schneider (*512 CA 3-1807)

SAN FRANCISCO 24, CALIF.
C & C Stone Dist. Co., Inc.
70 Apparel Way
Lee Hartstone, Gene Kelley
Garth Oakes
(*415 MIssion 7-3806)

SEATTLE, WASHINGTON
Stanley Distributing, Inc.
1001 First Ave., South
Stan Jaffe or R. A. Harlin
(*206 MU 2-7188)

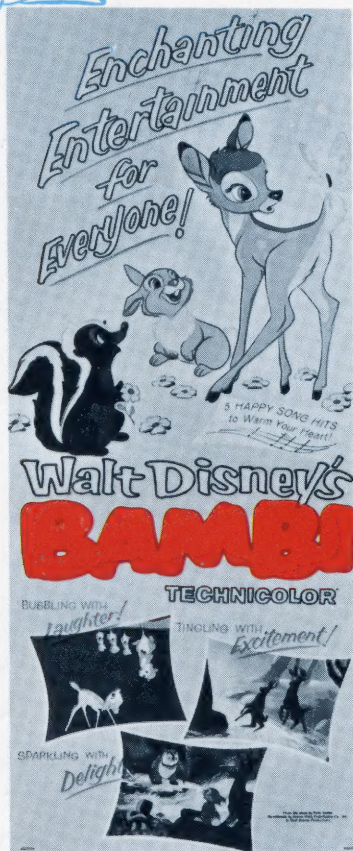
ST. LOUIS 3, MISSOURI
Roberts Record Distributing Co.
1906 Washington Avenue
Robert Hausfater,
Norman Hausfater
Norman Weinstoer (*314 MAin 1-0470)

RCA Victor Company, Ltd.
1001 Lenoir Street
Montreal, Quebec, Canada
*514 WE 3-7551

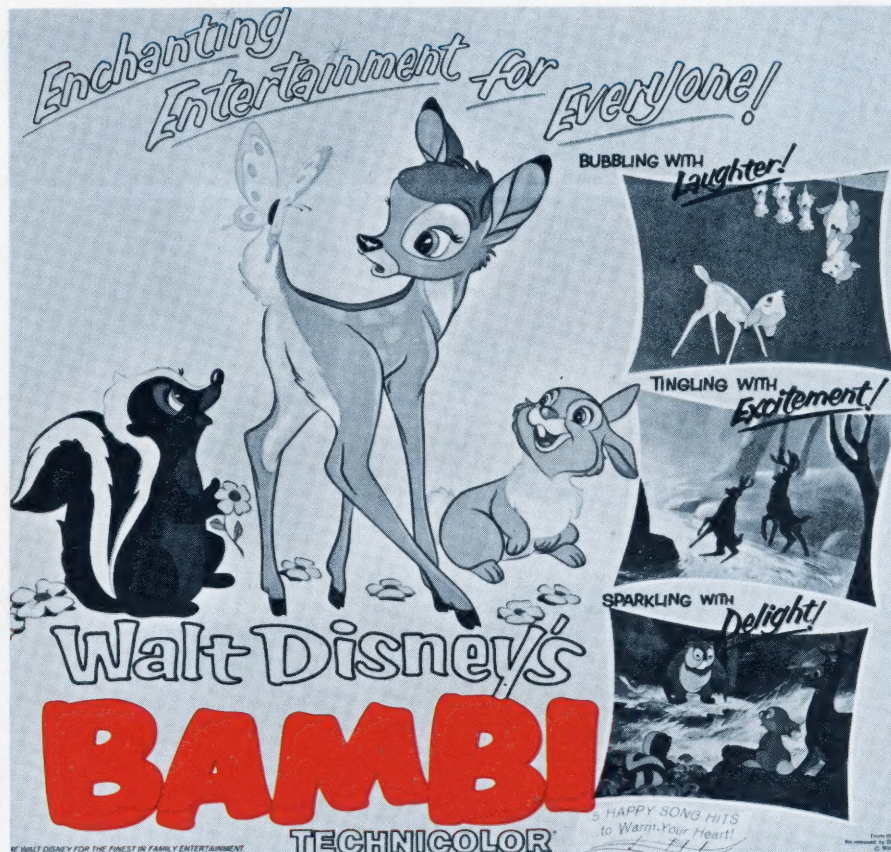


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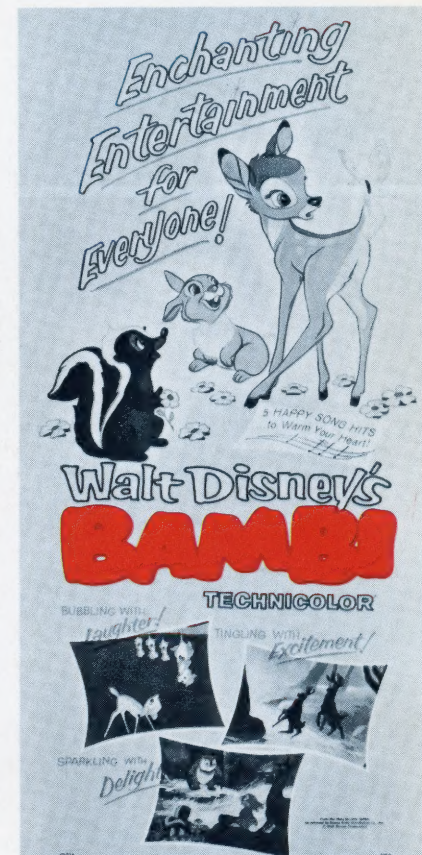
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6-SHEET

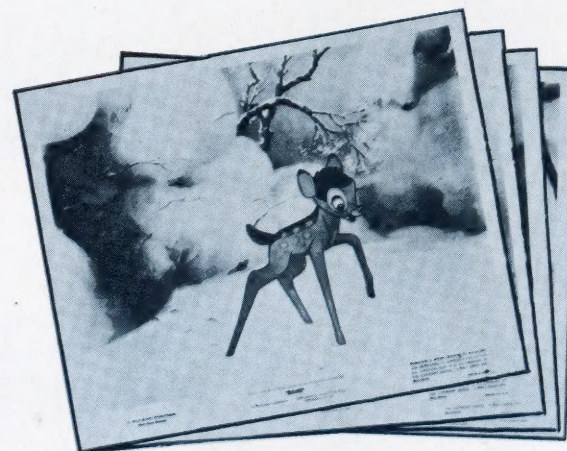


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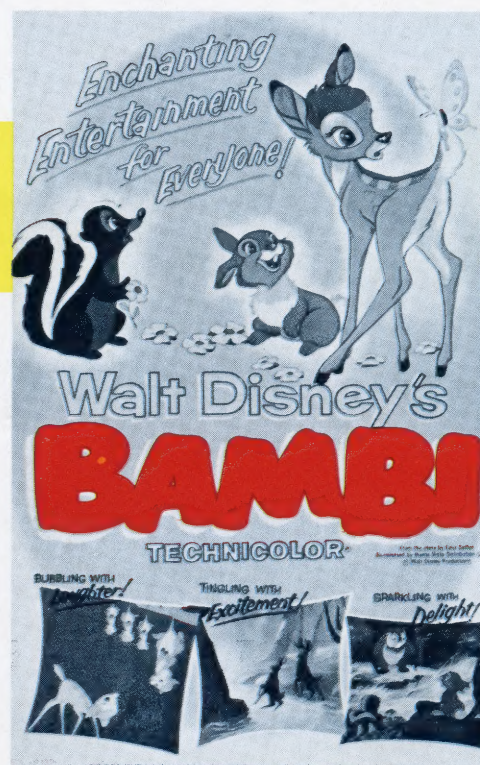


9 FULL COLOR 11 x 14 LOBBIES

2 ONE
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1-SHEET "A"



1-SHEET "B"

WINDOW CARD
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1-SHEET "B"

EXCHANGE
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of 8 x 10
black-and-white
stills are available
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Also
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NATIONAL SCREEN
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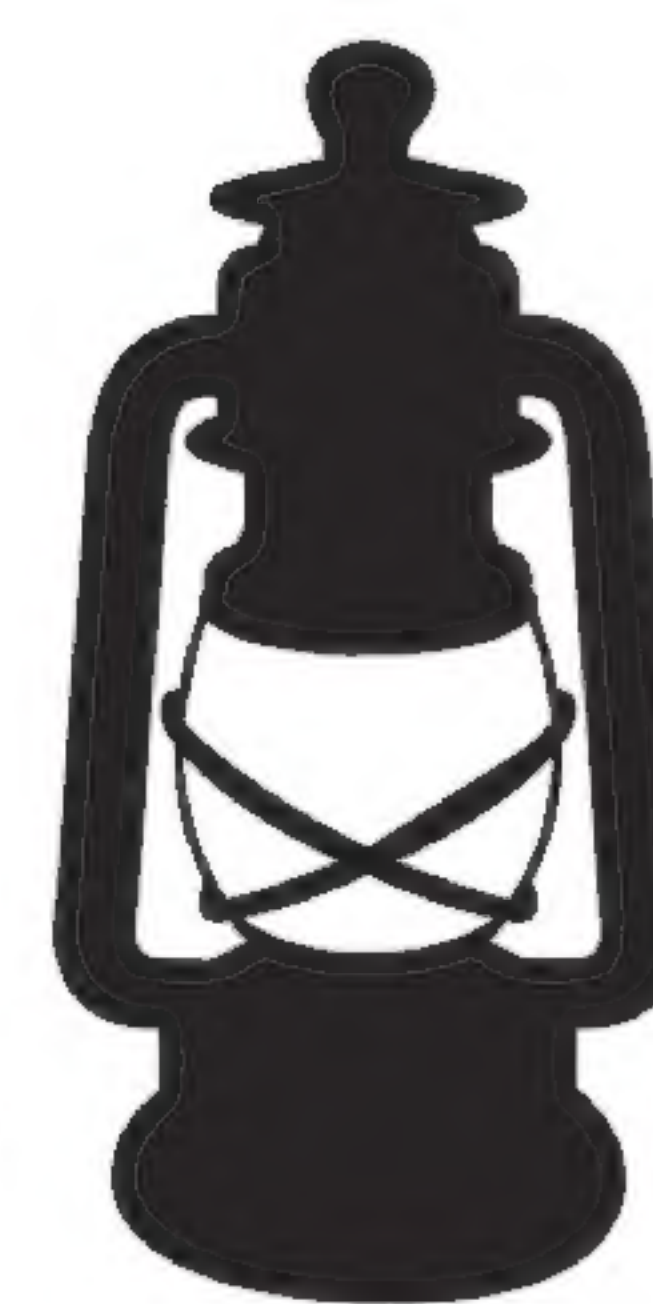


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